

**RICHLAND CENTER  
REDEVELOPMENT PLAN  
RICHLAND CENTER, WISCONSIN**

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## INTRODUCTION AND RELATIONSHIP TO LOCAL OBJECTIVES

in accordance with Section 66.431 of the Wisconsin State Statutes, the Common Council of the City of Richland Center created a Redevelopment Authority to protect and promote the health, safety, morals, and general welfare of the people in the City by,

"...the elimination and prevention of such areas through the utilization of all means appropriate for that purpose, thereby encouraging well-planned, integrated, stable, safe, and healthful neighborhoods, the provision of healthful homes, a decent living environment and adequate places for employment..."

Specifically the City of Richland Center Redevelopment Authority, via its statutory powers, will address revitalization of the City's Old Orange Street Railroad Corridor, which runs north to south from 6th Street to the area just South of Gage St. which includes a triangular piece of land bounded by the Right of way of Central Ave. and U. S. Highway 14. Portions of this corridor area are blighting and are in need of revitalization. As required by State Statutes, the Redevelopment Authority must prepare and have approved by the Common Council a plan to undertake and carry out the redevelopment of the designated area.

The City's overall objectives related to land use, economic development, public utilities, and transportation include the following:

### Land Use:

- Maintain a sense of the city character and history of Richland Center through land use and development practices.
- Develop a visually pleasing and efficiently organized community, with proper regard for economic practicality, convenience, and aesthetics.
- Ensure an equilibrium between development of land and the underlying natural systems.
- Maintain a visual and physical separation between incompatible land uses.
- Promote contiguous, compatible development rather than sprawling and scattered development to maximize use of existing and presently programmed community facilities, and to minimize public service costs.
- Organize the location, character, and intensity of land use based on accessibility, environmental conditions, community facilities, neighborhood environment, public safety, traffic impact, and public utility capacity.
- Promote a thriving community through the development of a wide range of land use activities in their appropriate context.

### Economic Development:

- Ensure economic development opportunities through a governmental agenda which supports appropriate private investment.
- Promote, retain, and attract development that will provide viable employment opportunities for Richland Center residents and that will strengthen the City's economic base.
- Guide compatible and related commercial and industrial uses to specific and appropriate locations based on fundamental linkages in support of those areas (i.e., truck routes, commercial suppliers, adequate infrastructure).
- Prevent undesirable commercial and industrial forms of development in order to provide a safe, healthful, and pleasant environment in which to live.

#### Public Utilities and Facilities:

- Ensure that future development does not over-burden existing or planned public improvements or service capacities.  
Enhance the public water system to assure the highest quality of water.
- Protect the natural environment and the health of City residents by serving all land uses with adequate sanitary sewer system and waste water treatment facility.
- Ensure intergenerational equity through capital improvement and development practices which distribute the costs of development to those that benefit from public facilities.

#### Transportation:

- Coordinate transportation planning with land use development by providing a transportation framework with which various land development patterns can be supported.
- Construct a street system based on the character and function of each element established in the thoroughfare plan adopted as a part of the comprehensive plan.
- Stage the construction of street improvements according to a capital improvements plan which coincides with demands of growth.
- Minimize conflicts between vehicular, pedestrian, and bicycle traffic.

Source: Draft Comprehensive Plan for the City of Richland Center, April 1999, Vierbicher Associates.

The designated Redevelopment Area (RDA) and related rehabilitation work will support these objectives by providing for the orderly redevelopment of the Old Orange Street Railroad Corridor area, while providing expanded business opportunities to the residents of Richland Center.

### **STATEMENT OF THE BOUNDARIES OF THE PROJECT AREA**

The designated Redevelopment Area (RDA) is a narrow corridor area that runs north to south for approximately one mile from just north of the 6<sup>th</sup> Street/Orange Street intersection to a triangular piece of land just south of Gage Street bounded by right of way of Central Ave. and U. S. Highway 14. The main portion of the RDA boundaries run along Orange Street which is USH 14 (Map I). USH 14 was completely rebuilt and relocated on Orange St. in 1999. This area, which is along an old railroad corridor, includes 229 lots which are part of sixteen whole blocks and 14 partial blocks. The railroad line, which ran through this area for over 100 years, was abandoned in 1991 and removed in 1992. Most of the properties within the designated RDA are privately owned and are occupied by older structures that are either in commercial or residential use. Table I lists the property ownership for each parcel within the RDA. All the properties within the designated RDA are included in the City's Tax Incremental Finance (TIF) District No 2, which was established in 1995 and amended in 1997 or in the City's Tax Incremental Finance (TIF) District No. 4 which was established in 1995 and amended in 2002.

**Table 1**  
**Property Ownership within the RDA**

<b>Block</b>	<b>Lot(s)</b>	<b>Owner</b>	<b>Address</b>
47	7	Thomas & Jane Williams	350 W. 6 <sup>th</sup> Street
50	1	WI DOT	419 W. 6 <sup>th</sup> Street
	1, 2, & 4	Schneider Plumbing	880 N. Orange Street
51	1	Schneider Plumbing	780 N. Orange Street
	4	Bernard Vodak	714 N. Orange Street
52	5	Murphy Oil Co.	373 W. 6 <sup>th</sup> Street
	8	Chester & Karen Sumwalt	373 W. 6 <sup>th</sup> Street
53	5	Troy & Lisa Clary	397 W. 5 <sup>th</sup> Street
	6	Carol Kraska	769 N. Orange Street
	7	Marie Davis	N. Orange Street
	8.1	Theda Ryan	362 W. 4 <sup>th</sup> Street
	8.2	Marie Davis	382 W. 4 <sup>th</sup> Street
80	5	E Subera & John Foreman	361 W. 4 <sup>th</sup> Street
	6	Betty Gray	387 W. 4 <sup>th</sup> Street
	7	James Pulvermacher	N. Orange Street
	8.1	William & Jean Robinson	374 W. 3 <sup>rd</sup> Street
	8.2	Willow Powell	380 W. 3 <sup>rd</sup> Street
81	5.1	Linda Harlan	359 W. 3 <sup>rd</sup> Street
	5.2	Francis Miller	383 W. 3 <sup>rd</sup> Street
	6	Theron Long	567 N. Orange Street
	7	Raymond Brown Jr.	362 W. 2 <sup>nd</sup> Street
	8	Raymond Brown Jr.	386 W. 2 <sup>nd</sup> Street
82	1	James & Patti Pulvermacher	650 N. Orange Street
	2	Richard & Linda Turner	457 W. 4 <sup>th</sup> Street
	3	Marjorie Clements	420 W. 3 <sup>rd</sup> Street
	4	Carol Kraska	452 W. 3 <sup>rd</sup> Street
83	1.1	C. Meadows	3 <sup>rd</sup> & Orange Street
	1.2	John & Bernice Carter	441 W. 3 <sup>rd</sup> Street
	2.1, 3, & 4.1	Fredrick Fry	500 N. Orange Street
	4.2	Virgil & Frances McBain	436 W. 2 <sup>nd</sup> Street
84	1	Ryan's Auto Sales	470 N. Orange Street
	2	William Randall	437 W. 2 <sup>nd</sup> Street
	3.1	Arthur & Beverly Jones	440 N. Orange Street
	3.2	John Shiere	422 W. 1 <sup>st</sup> Street
	4.1	Arthur & Beverly Jones	Orange & 1 <sup>st</sup> Streets
85	1	Marketing Associates	430 W. Union
	5.1 & 5.2	Charles & Marie Barry	457 & 477 W 1 <sup>st</sup> Street
	6	Susan Barry	361 N. Congress
	7	Debbie Ann Barry	335 N. Congress
	8	Cindie Barry Brown	315 N. Congress
86	5.1	Ray Piepenhagen	367 W. 2 <sup>nd</sup> Street
	5.2	L. Bingham & B. Daughenbaugh	391 W. 2 <sup>nd</sup> Street
	6	Stan Scholl	475 N. Orange Street

**Table 1**  
**Property Ownership within the RDA**

<b>Block</b>	<b>Lot(s)</b>	<b>Owner</b>	<b>Address</b>
86	7	Keegan Implement	N. Orange Street
87	5	David & Louise Jacob	369 W. 1 <sup>st</sup> Street
	6 & 8	Richland Electric Cooperative	300 Blk of N. Orange
04	1	Richland County Chrysler Property	244 N. Main
	2	Timothy Crook	291 N. Jefferson
	3	Paula Hynek	261 N. Jefferson
	6	Alan Romeis	235 N. Jefferson
	7	William Honer / Precision Auto	290 W. Mill
	8.2	Scott & Debra Goplen	212 N. Main
05	1.1, 1.2	Richard & Mary Fruit	194, 182 N. Main
	1.3	Woodward Communication Inc.	174 N. Main
	4.1	Brian & Stephanie Perkins	170 N. Main
	4.2	Thomas & Carla Rawson	168 N. Main
	5.1	Howard & Helen Nelson	152 N. Main
	5.2	Stephen & Joan Mott	124 N. Main
	5.3 & 8	Guelig Revocable Trust	232 W. Court, 100 N. Main
	5.4	Joseph & Jean Halverson	242 W. Court
	5.6 & 5.7	Consumers Co-op of Richland Co.	250, 278 W. Court
12	1	Brian & Stephanie Perkins	100 S. Main
	2.1, 2.2, & 4.1	Robert Spayne & Faye Janes	255, 279 W. Court, 130 S. Main
	4.2	Gary Kershner	146 S. Main
	4.3	MJ & P Bradford, W Hilleman	150 S. Main
	7.1 & 7.2	Ed Leineweber, Marjorie Windrem	290, 280 W. Seminary
	7.3	Delbert Dowell	214 W. Seminary
	8	HRZ	172 S. Main
17	1.1	Erllys Perry	290 N. Jefferson
	1.2	Nettie Sandmire	241 W. Union Street
	2	Gregory Shireman	373 W. Union Street
	3, 7.4	Errol Wilson	265 & 300 Blk N. Orange Street
	4.1	Kay Lisney	260 N. Jefferson Street
	4.2	Mark & Kimberly Turner	256 N. Jefferson Street
	5	Henry & Barbara Doudna	238 N. Jefferson Street
	7.1, 7.2, 7.3	Troy & Lisa Clary	396, 380, 368 W. Union Street
	8.1	Dale Burnham	314 W. Mill
	8.2	Peter & Rachel Kemp	306 W. Mill
18	1	George & Donna Sutton	270 N. Orange Street
	2 & 3	Gary & Betty Henning	461, 475 W. Union Street
	5 & 6	Darlo & Barbara Wentz	210 N. Orange, 235 N. Congress
	7.1	Carl Tanner	486 W. Mill
	7.2	Marilyn Dunwald	462 W. Mill
	8	Timothy & Amanda Oman	444 W. Mill
27	1 & 5	C Schneider, J Walsh, J Halverson	190 N. Orange, 412 W. Court
	2 & 6	Gene & Jean Hynek	486 W. Court

**Table 1**  
**Property Ownership within the RDA**

<b>Block</b>	<b>Lot(s)</b>	<b>Owner</b>	<b>Address</b>
	7	Lois Jones	440 W. Court
	8	Sally Tillotson	418 W. Court
28	1	Cecil & Gloria Scott	357 W. Mill
	2	Donald Mueller	387 W. Mill
	3	Chester & Karen Sumwalt	395 W. Court
	6	James J Robb	101 N. Orange
	7.1	David & Louise Jacob	362 W. Court
	7.2	Wayne & Dorothy Piper	340 W. Court
	8	Consumers Coop of Richland Co	101 N. Jefferson
29	1	Fink LLC	120 S. Jefferson
	2	Kent & Alice Frydenlund	395 W. Court
	6	Kent & Alice Frydenlund	378 S. Seminary
30	1	Madonna Kincaid	437 W. Court
	2	Troy & Lisa Clary	465 W. Court
	3	Kevin Kincaid	481 W. Court
	4	David & Ellen Kay Bee	407 W. Court
	6	William & Sheila Troxel	488 W. Seminary
	7.1	Richard Pauls	478 W. Seminary
	8.1	Autozone Texas LP	420, 440 W. Seminary
39	1	Cornerstone Enterprises of RC LLP	411 W. Seminary
40	4	Marjorie Hayes	339 W. Seminary
	8	Wesley & Lynn Harwick	270 S. Jefferson
13	5 & 8.3	Richland County Government	250, 296 S. Main
	6	Robert & Carol Chitwood	215 S. Jefferson
	8.1	Kramer Water Store	241 W. Haseltine
	8.2	Arnold & Theresa Williams	270 S. Main
50B	1 & 2.1	Kramer Water Store	300 S. Main, 241 W. Haseltine
	2	Consumers Coop of Richland County	300 S. Main
	2.2	Lunenschloss-Hansen Inc	200 Blk W. Haseltine
	3	Jamco LLC	300 S. Main
51B	1,2,3,4,5,6,7,8	City of Richland Center	450 S. Main
70	1	Mathew & Shirley Schumacher	500 S. Main
	8	Carl & Susan Huth	590 S. Main
71	1,2,3,4,5,6,8	City Of Richland Center	450 S. Main
51C	1	Ryan Foods No. Central Inc	920 Sextonville Road
Area E of US 14		City of Richland Center	East of New USH 14 Route

\* The letter after the block # is for citing purposes only.

## EXISTING USES AND CONDITIONS OF REAL PROPERTY

### EXISTING LAND USE

An inventory of the existing land use patterns within the designated Redevelopment Area (RDA) has been completed. This inventory was divided into the following categories: Commercial, Public and Semi-Public, Residential, Salvage Yard, and Vacant. The existing land use of the properties within the RDA is depicted on Table 2 and Map 2.

About 66 percent of the land within the RDA is currently developed. Most of the developed properties are in the commercial use category (Map 2 and Table 2). These areas are principally concentrated along Orange Street, between Sixth Street and Third Street; along Orange Street, Jefferson Street and Main Street, between Union Street and Seminary Street; and along Haseltine Street, between Jefferson Street and Main Street. A fair amount of the developed land within the RDA is residential use. The main concentration of land in residential use is found along the East side of Orange Street, between Fifth Street and First Street and on Congress Street from Seminary Street to First Street. The other three uses making up the developed land within the RDA are public, semi-public, and salvage yard use. The newly renovated railroad depot along Orange Street, owned by the City, and the new City Municipal Building along Main Street account for the land in public use. A half-a-block of land along Orange Street between First Street and Union Street accounts for the salvage yard use. The rest of the land within the RDA, or about 34 percent of the developable land, is currently undeveloped/vacant. The largest concentration of undeveloped/vacant land is found in the southern portion of the RDA, in the vicinity of the new City Municipal Building.

**Table 2**  
**Existing Land Use within the RDA**

<b>Block</b>	<b>Lot(s)</b>	<b>Existing Land Use(s)</b>
47	7	Vacant
	8	Commercial and Vacant
50	1	Vacant
	2, 3, & 4	Commercial
51	1, 2, & 3	Commercial
	4	Residential
52	5, 6, 7, & 8	Commercial
53	5, 6, 7, & 8	Residential
80	5, 6, & 8	Residential
	7	Commercial & Residential
81	5, 7, & 8	Residential
	6	Commercial & Residential
82	1 & 2	Commercial
	3 & 4	Commercial & Residential
83	1	Commercial & Residential
	2 & 3	Vacant
	4	Residential & Vacant
84	1, 2, & 3	Commercial & Residential
	4	Residential & Vacant
85	1, 2, 3, & 4	Salvage Yard

**Table 2**  
**Existing Land Use within the RDA**

<b>Block</b>	<b>Lot(s)</b>	<b>Existing Land Use(s)</b>
85	5, 6, 7, 8	Residential
86	5 & 6	Residential
	7	Vacant
	8	Commercial
87	5 & 6	Residential & Vacant
	7 & 8	Commercial & Vacant
04	1, 4	Vacant
	2, 3	Residential
	5, 7, 8	Commercial
	6	Residential & Commercial
17	2, 3, & 6	Commercial
	7	Commercial & Residential
	1, 4, 5, 8	Residential
18	1	Commercial & Vacant
	4, 5, 6	Commercial
	8	Residential & Vacant
	2, 7	Residential
	3	Vacant
27	1 & 4	Commercial
	5	Vacant
	8	Residential
	2, 7	Residential
	3, 6	Vacant
28	2, 6, & 7	Commercial & Residential
	3	Commercial
	1, 4, 5	Vacant & Commercial
	8	Commercial
05	1	Commercial
	2, 3	Public
	4, 5, 6, 7, 8	Commercial
12	1, 2, 4, 5, 8	Commercial
	3, 6	Public
	7	Residential
29	2, 3, & 6	Commercial
	7	Vacant & Commercial
	1, 4	Commercial
	5, 8	Vacant
30	1 & 4	Residential
	5	Vacant
	8	Commercial, Residential & Vacant
	2, 7	Commercial
	3, 6	Vacant
39	1, 2 & 4	Commercial & Vacant
	3, 5, 6, 7, & 8	Vacant

**Table 2**  
**Existing Land Use within the RDA**

<b>Block</b>	<b>Lot(s)</b>	<b>Existing Land Use(s)</b>
40	1 & 4	Residential
	2, 3, 6, & 7	Public & Semi-Public
	5 & 8	Commercial & Vacant
13	5, 6, & 7	Commercial
	8	Commercial & Vacant
50B*	1	Commercial & Vacant
	2 & 4	Commercial
	3, 5, 6, 7, & 8	Vacant
51B*	1, 2, 3, 4, 5, 6, 7, & 8	Public & Semi-Public
70	1, 5, & 8	Commercial
	2, 3, 4, 6, & 7	Vacant
71	1, 2, 3, 4, 5, 6, & 8	Vacant
51C*	-	Commercial
Area E of USH 14		Vacant

\*The letter after the block number is for citing purposes only.

Note: The existing land use inventory of the redevelopment area was conducted by City Staff in October 2002

### **CONDITION OF PROPERTIES**

The condition of the properties within the designated Redevelopment Area (RDA) were rated. Each of, or portions of the properties were given a rating of Very Good, Good, Fair, Poor, or Vacant. The following is a synopsis of this rating scale:

- Very Good: No Structural and/or Property Rehabilitation and/or Conservation Work Needed.
- Good: Very Little Structural and/or Property Rehabilitation and/or Conservation Work Needed.
- Fair: Moderate Structural and/or Property Rehabilitation and/or Conservation Work Needed.
- Poor: Major Structural and/or Property Rehabilitation and/or Conservation Work Needed.
- Vacant: An Area that is Not Occupied by a Structure and Not Currently being Used.

The condition rating of the properties within the RDA are shown on Table 3 and Map 3.

About 66 percent of the developed land within the RDA is in either fair or poor condition. These properties are principally located along Orange Street, between Fifth Street and Haseltine Street. Most of the properties that are rated poor are found along the southern portion of Orange Street, between Second Street and Seminary Street. The properties rated good and very good account for about 34 percent of the developed land within the RDA. The largest concentrations of good and very good rated properties are found in blocks 5, 12, 50, 52, 82, 85, and 51B. The undeveloped areas within the RDA are rated or classified as vacant.

**Table 3**  
**Condition of Properties within the RDA**

<b>Block</b>	<b>Lot(s)</b>	<b>Condition of Properties</b>
47	7	Vacant
	8	Poor and Vacant
50	1	Vacant
	2, 3, & 4	Good
51	1, 2, & 3 & 4	Fair
52	5, 6 & 7	Very Good
	7 & 8	Good
53	5 & 6	Fair
	7	Good
	8	Fair & Good
80	5 & 6	Fair
	7 & 8	Fair & Good
81	5 & 6	Fair & Poor
	7 & 8	Fair & Very Good
82	1, 2, 3 & 4	Good
83	1	Fair
	2 & 3	Vacant
	4	Poor & Vacant
84	1 & 2	Fair
	3	Fair & Poor
	4	Poor & Vacant
85	1, 2, 3, & 4	Poor
	5	Good-Fair
	6, 7, & 8	Good
86	5, 6 & 8	Poor
	7	Vacant
87	5	Fair & Vacant
	6	Vacant
	7 & 8	Good & Vacant
04	1	Vacant
	2 & 3	Fair
	4	Vacant & Poor
	5 & 6	Poor
	7	Fair
	8	Poor – Fair (Garage & Rest)
17	2, 3, & 6	Poor
	7	Fair & Poor
	1 & 4	Poor - Poor (2 homes)
	5	Fair
	8	Poor – Poor – Poor (2 homes & manufactured home)
18	1 & 8	Poor & Vacant
	2, 4 & 5	Poor

**Table 3**  
**Condition of Properties within the RDA**

<b>Block</b>	<b>Lot(s)</b>	<b>Condition of Properties</b>
	3	Vacant
	6	Fair
	7	Fair – Poor
27	1 & 4	Poor
	3, 5 & 6	Vacant
	8	Poor & Fair
	2	Fair
	7	Very Good
28	2	Fair
	3	Poor
	6 & 7	Fair & Poor
	1, 4, 5	Vacant
	8	Fair – Fair (1 commercial building, 1 home)
05	1, 6 & 7	Very Good
	2, 3	Vacant
	4, 5 & 8	Fair & Very Good
12	1, 5	Fair
	2	Poor – Poor
	3, 6	Vacant
	4, 8	Good
	7	Fair – Fair – Poor (3 homes)
29	2, 3, & 6	Poor
	7	Vacant & Good
	1, 4	Very Good
	5, 8	Vacant
30	1, 2 & 4	Fair
	3, 5, & 6	Vacant
	8	Poor & Vacant
	7	Fair
39	1,2,3,4,5,6,7 & 8	Very Good
40	2, 3, 6, & 7	Very Good
	5 & 8	Fair & Vacant
13	5	Poor
	6	Fair
	7	Good
	8	Poor & Vacant
50B*	1	Good & Vacant
	2	Good
	4	Fair
	3, 5, 6, 7, & 8	Vacant

**Table 3 Area  
Condition of Properties within the RDA**

<b>Block</b>	<b>Lot(s)</b>	<b>Condition of Properties</b>
51B*	1, 2, 3, 4, 5, 6, 7, & 8	Very Good
70	1 & 5	Poor
	2, 3, 4, 6, & 7	Vacant
	8	Fair
71	1, 2, 3, 4, 5, 6, 7, & 8	Vacant
51C*	-	Poor & Vacant
Area E of USH 14		Vacant

\*The letter after the block number is for citing purposes only.

As part of the USH 14 rerouting project, the Wisconsin Department of Transportation through site investigations identified four areas of soil contamination along Orange Street (Map 4). Two of the areas of contamination were found between Six Street and Fifth Street, while the other two areas were found between Third Street and First Street. To meet state and federal laws, the contaminated soil in the road right-of-way areas had to be removed and replaced with clean soil, before the highway construction project could proceed. In addition to these four sites, soil contamination has been confirmed in most of Block 39 (south of Seminary Street and west of Orange Street), which was the site of an old dump (Map 4). The City is in the process of applying for a Brownfield grant and as part of the grant application, a phase 1 & 2 study is required. The City received a Blight Elimination Brownfield Redevelopment (BEBR) grant for the phase 1 & 2 study.

## PROPOSED USES OF THE AREA

Due to the size of the RDA boundaries the Authority has decided to subdivide the redevelopment area into distinct zones and outline the strategy of improvements to each zone. The zones are shown on the following pages. The RDA is putting their emphasis on a three and one – half block area for redevelopment at this time. The three and one – half block area (Orange Street Commons Project) is West of Orange St., running from Seminary St. to First St. The City amended TIF district # 2 project plan to include this potential development. It also amended TIF district #4 project plan and boundaries to compliment the Orange Street Commons project. This will provide a unified entrance to Court St. The plan still needs approval by the City Council.

### **The Over - All Master Plan For The Orange Street Corridor Redevelopment Area**

This document was created to provide a general plan for the Orange Street Corridor Redevelopment Area, herein after referred to as the Redevelopment Area. The plan subdivides the Redevelopment Area into distinct zones and outlines the strategy for the improvements to each zone. The zones are listed on the following page. A map is being prepared.

- Zone A** Area from Sixth St. to First St., with 132 foot deep lots fronting on the east side of Congress St. Please note zone A is not part of the redevelopment area but due to the proximity of the area to Orange St., the RDA thought it should be mentioned.
- Zone B** Area which includes the lots ( 132 feet deep ) that front on Orange Street on the west side from First Street to Sixth Street. Also included is the West half of Block 85 which is between First St. and Union St.
- Zone C** Area which extends along the east side of Orange Street from Second Street to Sixth Street, extending 132 feet deep from Orange Street. This zone also includes lots 7 & 8 in Block 47 on the North side of 6<sup>th</sup> St.
- Zone D** Area on east side of Orange Street from Second Street to Union Street, extending approximately 132 feet deep from Orange Street.
- Zone E** Area west of Orange Street between Congress and Orange Street from Seminary to First Street. Does not include the west half of block 85 between First St. and Union St. (Phase One - Orange Street Commons Project )
- Zone F** Area east of Orange Street from Union Street to Seminary St. extending to Main Street (expansion of retail core).
- Zone G** Area south of Seminary and west of Main St. to the triangular piece of land just South of Gage St. bounded by the right of way of Central Ave. and U.S. Highway 14.

The following are the general policies and goals for the development of each area:

## **Zone - A**

General Description - Zone A is primarily a small sub neighborhood area of older but primarily sound and affordable single-family homes. The area does not have the scatter intrusions of business or the suspected soil or ground water pollution present in other areas. The new Pine River Recreation Trail provides a fine lineal park, which not only enhances the aesthetic values and amenities of the area but it provides a safe pedestrian corridor to other recreation facilities.

Future Land Use Policy - The future land use for this area is to preserve this primarily as a single family/low density rental (duplexes) neighborhood area as long as the area retains a minimum standard of housing soundness.

Treatment - The policy of the City should be to encourage landowners to continue to make improvements to their homes. The City could possibly provide low interest loans to elderly or low to moderate income families to help them maintain or renovate their properties. The treatment could include spot removal of seriously deteriorated homes and replacing them with new single-family detached dwellings or perhaps duplexes. The City should also encourage neighborhood groups to participate in planning for the area, as well as developing a landscaping plan for the area.

Expenditures and Major Improvements - At this time there would seem to be no need for any major expenditure in this area. Minor expenditures such as sidewalk replacement and tree plantings, should be encouraged.

City Actions - The City should merely enforce existing zoning and building codes designed to protect the character of the area.

## **Zone B -**

General Description - The west side of Orange Street exists as a commercial strip with building trade establishments, a trucking terminal, a used car dealer, a commercial warehouse, some vacant lots and a few residential structures. The buildings are, for the most part, in good repair, but it is evident that there may be some pollution to the soil and perhaps groundwater, which complicates appropriate planning and development strategies.

Future Land Use Policies - A logical use for this area would seem to relate to building trade activities, such as electrical and plumbing contractors, home builder's offices, and related businesses. While the trucking terminal does not present an immediate problem, it might be best suited to another location. The clustering of contractor businesses could eventually result in the development of vacant lots, replacement of residential uses and movement of the used car lot. The City should consider allowing closure of streets to prevent traffic from being diverted into the neighborhood to the west. The adjacent neighborhood should play a role in determining whether they want such protection and consider it in light of the changes in land use encouraged along Orange Street.

Treatment - There is a good chance this area will be able to redevelop itself entirely through private market mechanisms. The City could consider the use of zoning to encourage use by the building trades and to protect the neighborhood area in Zone A from unwanted residential/commercial conflicts. The City should use its tax credits and RLF loans as the means of encouraging private action. The City could sponsor a future Blight Elimination Brownfield Redevelopment ( BEBR ) Grant to measure the extent of pollution.

Expenditures and Major Improvements - The strategy does not include use of City funds for land acquisition, clearance or improvements in this area at this time, if ever. The area should be given several years to redevelop through market forces.

City Action - The only City action would be to use existing incentives -tax credits and RLF loans - to encourage private redevelopment and to review existing zoning to ensure that the overall development between this commercial area and neighboring residential area is compatible and helps to facilitate the desired commercial development. The City should however, institute a tree planting program for the area and require landscaping and screening of parking and storage areas as part of the action for this area.

#### **Zone C -**

General Description - The area on the east side of Orange from Second Street to Sixth Street is primarily a stretch of older homes in varying degree of repair. The last block from the North side of Fifth St, to Sixth Street contains offices and a feed supply store. Second, Third, Fourth and Fifth Streets all provide traffic access from the neighborhood to older neighborhoods to the east. The depth of the lots is only 132 feet from Orange Street and therefore, is too shallow for commercial or higher density residential development. There is probably little ground or water pollution in this area.

Future Land Use Policy - As homes continue to age, there will be pressure to convert this area to commercial development. This may not be in the best interest of preserving the carrying capacity of Highway 14, the view of the area, and the neighborhood to the west. The City will need however, to have some economically feasible way of encouraging redevelopment as homes reach the end of their expected life spans. This area should be encouraged to develop as apartments or perhaps office space with access from the side streets. The City could consider allowing closure of streets to prevent traffic from being diverted into the neighborhood to the east. The adjacent neighborhood should play a role in determining whether they want such protection and consider it in light of the changes in land use encouraged along Orange Street. It must be noted that Second St. serves as a major access street to the Richland Hospital and Third St. serves as a major exit street from the Hospital and this must be taken into consideration anytime there is discussion in reference to street closures in Zone C.

Treatment - The City policy for this area should be to encourage private redevelopment as outlined above. The City should develop a landscaping program for this area.

Expenditures and Major Improvements - The only expenditures would be related to landscaping and protection of neighborhoods from unwanted traffic. Developers would have to replace sidewalks and participate in street landscaping.

City Action - Encourage private market redevelopment for apartments and perhaps offices, and obtain neighborhood involvement in planning of the area. Review zoning to ensure appropriate development improvements, develop street landscaping and protect the neighborhood.

#### **Zone D -**

General Description - This area has a couple of homes, older warehouses, a commercial building and open storage of electric poles. There are a couple of streets which could serve to divert traffic into the neighborhood area to the East. There may be some groundwater and soil pollution in this area from previous uses.

Future Land Use - The highest and best uses for this area would seem to be highway commercial and downtown fringe developments. The area could include offices and apartments. The development site may have to be increased in depth to provide proper site layout.

Treatment - The City should encourage the private redevelopment of this area without significant City involvement. The City would be involved in code enforcement and possibly involved in relocations and spot demolition of properties. However, the treatment would not involve widespread public acquisition and clearance. The City has tested for soil and groundwater pollution in part of this area.

Expenditures and Major Improvements - The City expenditures would include some design of side streets in relationship to downtown and neighborhood development, lighting improvements, landscaping and demolition.

Action - City could provide incentives for private developers. Other action might include review of ordinances and spot demolition.

## **Zone E -**

Description of Area – This area is for the Orange Street Commons Project. This area suffers from a poor mixture of commercial, industrial and residential uses. There is significant evidence of groundwater and soil pollution, to the extent that it has interfered with private redevelopment of the area. Some homes are deteriorated, the area has an overdeveloped street system, which interferes with the highest and best use for redevelopment of the area, and storm drainage limitations could limit redevelopment options.

The area has excellent highway accessibility with the new Highway 14 corridor, has great access to the Pine River Recreation Trail, and is close to the commercial center of the City

Future Land Use Policy –The area should be redeveloped to provide a new front door to the downtown. It will not be developed as an extension of the retail core of the downtown. It will provide an expansion of the fringe of the downtown providing lodging space, offices, high density apartments, commercial uses, entertainment, and food. It will also function to provide a tourism center and encourage visitation to the downtown. It is very important that the project be designed to compliment and enhance the downtown and improve pathways to the downtown. A lineal park is planned as part of this project running East and West.

Treatment- This will be a clearance / redevelopment project. The City has ascertained the extent of pollution in the area. The plan is to acquire all properties, relocate businesses and families, clear the area and sell the land to private development interests. The final development will be a private / public partnership. One lead developer and one lead design / engineering firm may be hired.

Expenditures and Major Improvements - The City will seek use of TIF, CDBG, Brownfield, EDA, other private funds and proceeds from land sales to redevelop the area. They will consider closing streets to create one super block for redevelopment.

City Actions: The City will acquire property using stated redevelopment laws, relocate families, access and clear up any pollution and create a public / private partnership arrangement to facilitate the redevelopment. The City will also have to create a planned unit development section of the City ordinance to facilitate the development. The City will solicit the comments and involvement of the Main Street / Chamber Organization and other outlying businesses within the City.

## **Zone F –**

General Description - Zone F is the area between the Orange Street Commons Project and the downtown. It is part of the existing fringe of the downtown, which is becoming part of the retail core of the downtown. It is a combination of scattered houses, parking lots, offices, apartments, veterinary clinics, grocery store, and other businesses. Some of the buildings have recently been renovated, others are deteriorating. The area provides parking for the downtown.

Future Land Use - Because of the relocation of Highway 14 any expansion of the downtown must move through this area. This area will become part of the downtown retail core. The redevelopment could include entertainment facilities, new retail space and offices, but should also include a significant expansion in parking. Some existing uses may be relocated.

Treatment - This is a spot demolition project where most of the development would be private investment, but where the City may have to become involved in acquisition of sites for parking or potential street redesigns. The area might include wall murals, but would not be part of the historic downtown proper. A key function would be the treatment of Court Street between Orange Street and Main St. to the downtown area. Replacement of sidewalks, improvement of parking, opening of vistas, street lighting and landscaping will be a very great part of the redevelopment project. It is anticipated that to make this project happen investment by developers, existing downtown businesses, and by the City would be required. The area would be significantly redesigned to accommodate the anticipated changes.

Expenditures and Major Improvements - Public parking should be expanded, Court Street would be redesigned as part of a downtown improvement project, a possible facade easement program would be established, tax incremental financing would be available, a new employee parking program may be created, and a new mini mall may be developed through private action.

City Action – Provided incentives to developers using tax incremental financing.

## **Zone G -**

General Description - This is the area along Highway 14 south of Seminary Street. These are existing large vacant tracts of land, with truck parking, some deteriorated industrial and commercial sites, some new and older commercial properties, the Municipal Building. The zone is across from the waste treatment facilities.

Future Land Use - This area would be a combination of normal downtown fringe uses, such as car repair, home services (such as Culligan), etc. The development of this area could proceed in a number of directions and at this time detail planning may be premature.

Map 5 and Table 4 shows the proposed land use pattern desired for the designated Redevelopment Area (RDA) by the City's Redevelopment Authority. These desired uses were determined by looking at the existing uses and circumstances within the RDA, such as the rerouting of USH 14 along Orange Street, and looking at the proposed land uses identified within the City's Comprehensive Plan. The plan is currently being updated by the Planning Commission. The complete Comprehensive Plan will be approved by the Planning Commission and Council at a later date.

The City's Redevelopment Authority desires that all of the developable land within the RDA be designated for commercial use. There is an exception for Blocks 81, 80, 53 and 47 which is intended for multi-family use. The former Richland County shop site which was designated by the Authority for industrial use which is identified as Block 51C. This property is now owned by Morningstar Foods who operates a facility just to the east of the

property. All the future land uses designated by the Authority for the RDA are consistent with the Planning Commission's land use designations in the City's Comprehensive Plan (Map 5).

# STANDARDS OF POPULATION DENSITY, LAND COVERAGE, AND BUILDING INTENSITY AFTER REDEVELOPMENT

11 redevelopment plans for the designated redevelopment area (RDA) except for Blocks 81, 80, 53 and 47 are in accordance with current zoning regulations with regard to population density, land coverage, and building use. The proposed commercial land use identified for the remainder of RDA boundaries, except for Block 51C, will be in compliance with C-I (General Business) zoning requirements. Block 51C's proposed industrial land use will be in compliance with I-2 (General Industrial) zoning requirements (see Appendix A).

**TABLE 4**  
**PROPOSED USES OF PROPERTIES WITHIN THE RICHLAND CENTER REDEVELOPMENT AREA**

Block Areas	PROPOSED USE(S) OF PROPERTY								
	Existing Land Use(s)	Future Land Use(s)	Keep Existing Use(s)	Change Use(s)	Commercial	Residential	Existing Zoning	Future Zoning	Keep Existing Zoning
47	Comm	RES		X		X	C-1	R-5	
	Vacant	RES		X		X	C-1	R-5	
50	Comm		X				C-1		X
51	Comm		X				C-1		X
	Resident			X	X		C-1		X
52	Comm		X				C-1		X
53	Resident	RES		X		X	C-1	R-5	
80	Resident	RES		X		X	C-1	R-5	
	Comm	RES		X		X	C-1	R-5	
81	Resident		X				C-1		
	Comm	RES		X		X	C-1	R-5	
82	Comm		X				C-1		X
	Resident			X	X		C-1		X
83	Vacant			X	X		C-1		X
	Resident			X	X		C-1		X
	Comm		X				C-1		X
84	Vacant			X	X		C-1		X
	Resident			X	X		C-1		X
	Comm		X				C-1		X
85	Salvage Y			X	X		C-1		X
	Resident		X				R-1		X
86	Resident			X	X		C-1		X
	Vacant			X	X		C-1		X
	Comm		X				C-1		X
87	Resident			X	X		C-1		X
	Vacant			X	X		C-1		X
	Comm		X				C-1		X
04	Comm		X				C-2		X
	Comm		X				C-1		X
	Resident			X	X		C-1		X
17	Resident			X	X		C-1		X
	Comm		X				C-1		X
18	Comm		X				C-1		X
	Vacant			X	X		C-1		X
	Resident			X	X		C-1		X

\*Note: The following are abbreviations for existing land use categories used in spreadsheet: Commercial (Comm), Residential (Resident), Public and Semi-Public (Psp), and Vacant (Vacant).

**TABLE 4**  
**PROPOSED USES OF PROPERTIES WITHIN THE RICHLAND CENTER REDEVELOPMENT AREA**

Block Areas	PROPOSED USE(S) OF PROPERTY								
	Existing Land Use(s)	Future Land Use(s)	Keep Existing Use(s)	Change Use(s)	Commercial	Industrial	Existing Zoning	Future Zoning	Keep Existing Zoning
27	Comm		X				C-1		X
	Vacant			X	X		C-1		X
	Resident			X	X		C-1		X
28	Comm		X				C-1		X
	Resident			X	X		C-1		X
05	Vacant		X				C-2		X
	Comm		X				C-2		X
12	Vacant		X				C-2		X
	Comm						C-2		X
	Resident			X	X		C-2		X
29	Comm		X				C-1		X
	Comm		X				C-2		X
	Vacant			X	X		C-1		X
30	Resident			X	X		C-1		X
	Comm		X				C-1		X
39	Vacant			X	X		C-1		X
	Comm		X				C-1		X
40	Psp		X				C-1		X
	Resident			X	X		C-1		X
	Comm		X				C-1		X
13	Comm		X				C-2		X
	Vacant			X	X		C-2		X
50B	Vacant			X	X		C-1		X
	Comm		X				C-1		X
51B	Psp		X				C-1		X
70	Vacant			X	X		C-1		X
	Comm		X				C-1		X
71	Vacant			X	X		C-1		X
51C	Comm			X		X	I-2		X
	Vacant			X	X		C-1		X
Area E of USH 14	Vacant			X	X		C-1		X

\*Note: The following are abbreviations for existing land use categories used in spreadsheet: Commercial (Comm), Residential (Resident), Public and Semi-Public (Psp), and Vacant (Vacant).