

DOWNTOWN DEVELOPMENT

We support:

1. The existing (October 1976) general plans for the development of downtown Stevens Point. We believe that government expenditures on downtown development are necessary and that both the taxpayers and the city will benefit from a revitalized downtown.

Although the study was not adopted until 1976, members had been interested in downtown development plans since League's beginning. Community concern was evidenced by authorization of a series of professional studies beginning in 1963. Studies were made and plans reported by Harlan Bartholomew and Associates (1965) Community Planning and Design Assoc. (1971), Barton, Aschman Assoc. (1973), and the county Areawide Planning Commission (1973). While these plans received the approval of the appropriate governmental and civic bodies, implementation had been hindered by debate over the best plan for rerouting Highway 10, availability of state funding for the highway and federal funding for downtown renewal.

Individual League members became involved in the early 70's, one serving on the City Plan Commission, one on the Central Business District Improvement Advisory Committee, and one on the Community Development Task Force. Others became involved and added their support as individuals because of their work on the city portion of the 1974 survey of local government.

In April 1976 the annual meeting adopted as a study: A review of plans and possible concurrence with downtown development (and the master plan for county development). The chairman of the CBD Improvement Committee spoke to the general meeting in September, and an October unity meeting was devoted to the background and current status of the plans. Deterioration of both the tax base and the quality of life were discussed. Consensus was reached in October 1976 and the above position added in April 1977.

Once Consensus had been reached, League became active in attempts to implement the plan – writing letters to the council and to the newspaper, testifying at hearings on allocation of community development funds, approaching legislators for aid in getting state highway funding, and working with other business and civic groups pursuing these aims.