



## Mall Redevelopment Analysis & Preliminary Vision Wausau, WI

In 2018, Place + Main Advisors partnered with architecture and design firm Archive DS and was contracted by the Wisconsin Economic Development Corporation to create a first phase demographic and market analysis and preliminary vision for the redevelopment of the struggling Wausau Center Mall in Wausau, WI (population 39,000.)

Place + Main Advisors and Archive DS led a process that engaged municipal officials, private and non-profit entities, and the public to determine possible outcomes for the Wausau Center Mall, which had lost all three of its anchors and roughly 35% of its interior tenants. In addition to tenant struggles, the mall anchor buildings are owned by three different owners, including the City of Wausau.

The team explored adaptive reuse and redevelopment options, but ultimately recommended redevelopment of the nearly eight square blocks of mall property into several mixed-use buildings, combining retail and restaurant on the ground floors and a mix of office and residential on upper floors.

Place + Main Advisors created an initial demographic analysis which included population projections, retail leakage, sociodemographic analysis, and housing trends. Archive DS provided land use analysis as well as extensive preliminary designs with multiple building scenarios. A second future phase will include specific recommendations on housing units, rent/ownership breakdown, as well as potential retail tenant fits and preliminary pro forma development.

