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# Stevens Point Journal

MONDAY, AUGUST 4, 2025 | STEVENSPONTJOURNAL.COM

PART OF THE USA TODAY NETWORK

## Kwik Trip, pet store proposed in rezoning plan

Cars zip by the plot of land for lease on the northeast side of the intersection of Hoover Road to Hoover Avenue and Highway HH to McDill Avenue on Jan. 23, 2024, in Stevens Point. GABI BROEKEMA/USA TODAY NETWORK

**Caitlin Shuda**  
Stevens Point Journal  
USA TODAY NETWORK – WISCONSIN

STEVENS POINT – City leaders on Aug. 4 will review a request to rezone land near the intersection of Hoover Road and Portage County HH in Stevens Point.

Victor Baeten submitted plans and is requesting to rezone three parcels from single-family residential to commercial district on the northeastern corner of Portage County HH and Hoover Road. The rezoning would set the stage to redevelop more than 18 acres of land, building a Kwik Trip with a car wash and two standalone retail stores, one being Pet Supplies Plus.

According to city documents, rezoning three parcels would help facilitate a multi-phased development of that land. The first phase would in-

clude a 11,100-square-foot Kwik Trip, as well as two proposed retail buildings on the southwestern corner of the property. The second phase of the project has not yet been determined, although it could include smaller commercial establishments along Portage County HH and multi-family housing and/or commercial shops along the northern and eastern sides of the property, according to documents.

A future for the property has been in the works since Dec. 16, 2023, when the Stevens Point Fire Department conducted a live fire training at 3383 Hoover Road.

Baeten, the president of Source Commercial Real Estate, told a Stevens Point Journal reporter in March 2024 he had been looking at development opportunities in Stevens Point when he saw potential at that location. The owners eventually agreed to sell the

18-acre property for future development. While at the time, Baeten said he was open to any commercial developments, including retail, restaurant, hospitality, multi-family, financial service and medical developments, he needed to work with city leaders to rezone the area for commercial development first.

**Neighborhood opposition to project**

Included in the Aug. 4 meeting packet for Plan Commission members are several emails from neighbors of the property, asking the city to keep the property zoned as residential.

Twenty-one resident emails to Adam Kuhn, the city's associate

**See REZONE, Page 2A**

## SPARTA book sale returns

**Nida Tazeen**  
AI Assisted Reporter  
USA TODAY NETWORK – WISCONSIN

STEVENS POINT – The Stevens Point Area Retired Teachers' Association book sale is set to return for another year.

The sale will take place from noon to 7 p.m. Aug. 6, 9 a.m. to 7 p.m. Aug. 7 and 8, and 9 a.m. to 1 p.m. Aug. 9, according to a community announcement. It will be held at the Stevens Point Holiday Inn Convention Center, 1001 Amber Ave.

Thousands of books priced between 50 cents and \$1 will be available, along with DVDs, CDs and puzzles priced between \$1 and \$5. Specialty books and sets will be offered at higher prices. A bag sale will be held Aug. 8 and 9, with bags priced at \$10 and \$5, respectively. Books of value will be 50% off.

"This fundraiser is such a success because of the generosity of our community members who donate and purchase our books and the incredibly dedicated SPARTA members who put in thousands of hours of work," said Carol Colby, SPARTA president.

Proceeds from the sale will be returned to the community through scholarships and grants to nonprofit groups or organizations in Portage County that directly impact students' and seniors' lives, according to the announcement.

Book donations will not be accepted during the sale. The first donation day for next year's sale will be Sept. 16. More donation days will be planned and posted on the SPARTA Facebook page and website.

For more information, visit [stevenspoint-retiredteachers.org](http://stevenspoint-retiredteachers.org).

*This story was created by reporter Nida Tazeen, [ntazeen@gannett.com](mailto:ntazeen@gannett.com), with the assistance of Artificial Intelligence (AI). Journalists were involved in every step of the information gathering, review, editing and publishing process. Learn more at [cm.usatoday.com/ethical-conduct](http://cm.usatoday.com/ethical-conduct).*

## More than \$300K in grants headed to small businesses

**Nida Tazeen**  
AI Assisted Reporter  
USA TODAY NETWORK – WISCONSIN

Gov. Tony Evers, in collaboration with the Wisconsin Economic Development Corporation, has announced that 10 community organizations across the state received over \$1.5 million in Small Business Development Grants, according to a community announcement.

The grants, ranging from \$50,000 to \$250,000, are intended to support small business development and creation, according to the announcement. The organizations will pass 100% of the SBDG funds on to small businesses.

Two central Wisconsin organizations were recipients of the grant money and have plans to support local small businesses in their communi-

ties.

- The Pittsville Community Development Authority received \$90,000. The city will create an expanded economic development initiative based on the current Community Development Authority program, which only supports businesses within city limits, or about 2 square miles. The expansion would provide support to six rural locations with historic commercial centers, with \$30,000 dedicated to grants and \$60,000 to a revolving loan fund. Businesses may use funds for façade improvements, murals, outdoor gathering and seating spaces, and to meet ADA requirements, according to the announcement.
- The Waupaca County Economic Development Corporation received \$250,000. The funds will be used to

**See GRANTS, Page 2A**

Two central Wisconsin communities have received over \$300,000 in small business grants. MIKE DE SISTI/MILWAUKEE JOURNAL SENTINEL

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