

Big-box in store for Wausau's west side; Kwik Trip up first

New development to begin with Kwik Trip

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The west side of Wausau will be a hotbed of development during the next year as Panera Bread, AbbyBank, a new Kwik Trip and perhaps a big-box retailer will come to the area.

Officials from local developer Ghidorzi Co. expect to start construction on a Kwik Trip gas station, convenience store and car wash in the spring. The new store will be located at 2800 Stewart Ave. on an 11-acre lot once owned by the Wisconsin Department of Transportation.

The 85,000-square-foot lot also could be home to additional development on the Stewart Avenue corner. Chris Ghidorzi, development director for the Ghidorzi Co., said that about nine acres on the parcel will remain undeveloped after Kwik Trip builds, and he hopes to bring some big-box stores to the spot. Ghidorzi said he is working with interested companies but declined to give details.

"It could be multiple users or it could be a single user," Ghidorzi said. "We're marketing it and the final users are yet to be determined. It's a great parcel as far as visibility, access and being part of a very high day-time use."

Roy Heilmeier, owner of 2510 Restaurant on Stewart Avenue, said he looks forward to more development on the west side.

"(New stores) would definitely help us because it is going to draw more people to our side of town," Heilmeier said. "It may bring in people who are driving and passing through (Wausau)."

Peter Valiska, president of Wausau West Side Business Association, agreed and said after years of downtown Wausau grabbing most of the city's attention, the west side is developing.

"That area was neglected for a long time," Valiska said. "It's really coming about now. The west side of Wausau really is the gateway to Wausau, for folks coming in to town from the west. We feel it's important that that area is developed."

John McHugh, communications manager for Kwik Trip, said he didn't know precisely what the new store will look like or when it will open. He said Kwik Trip recently approved the new building.



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