

CITY OF ALTOONA

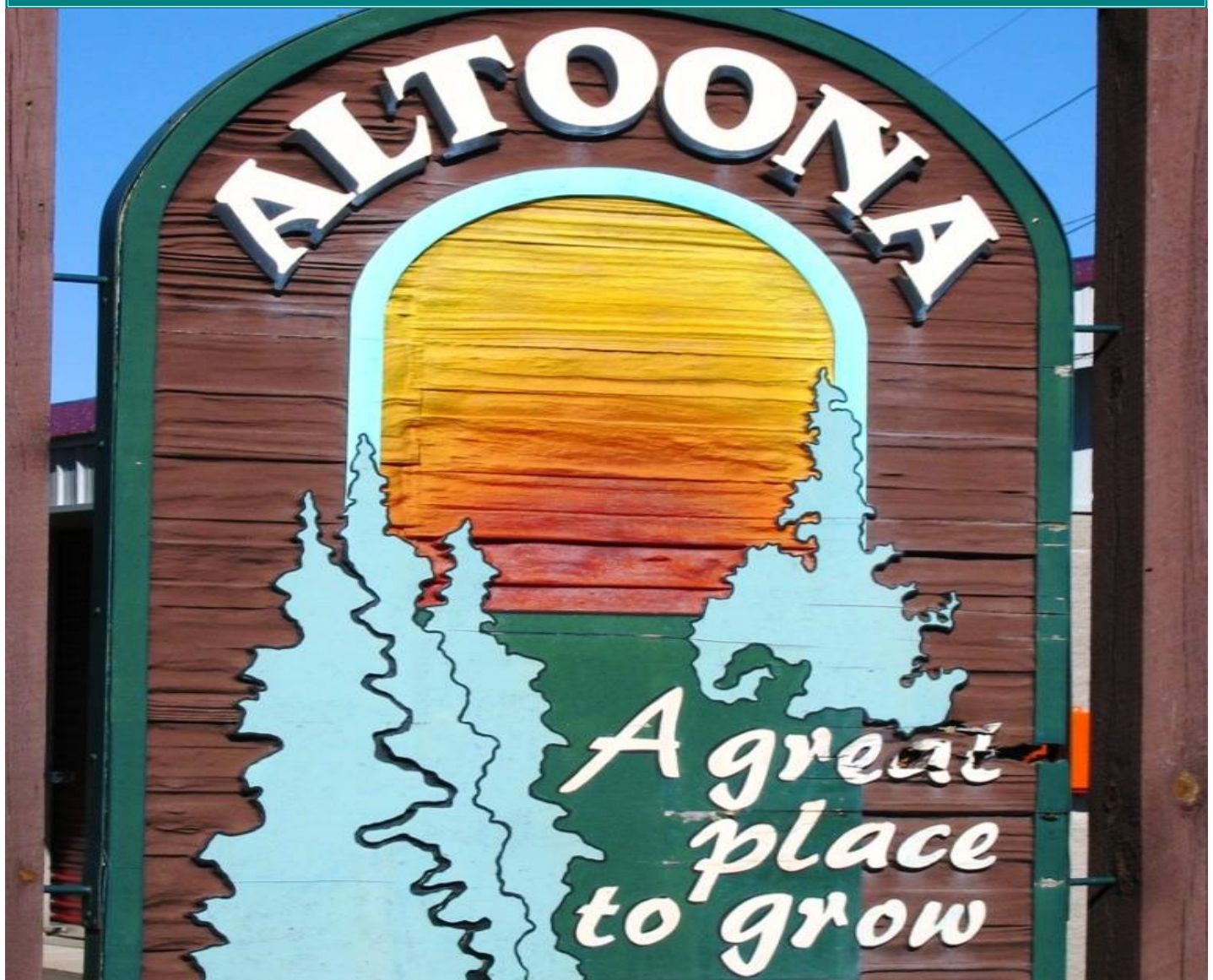
EAU CLAIRE COUNTY

WISCONSIN

COMPREHENSIVE PLAN

2009-2030

Adopted July 23, 2009



Prepared by MSA PROFESSIONAL SERVICES, INC.

**WITH ASSISTANCE FROM: WEST CENTRAL PLANNING COMMISSION &
EAU CLAIRE COUNTY PLANNING & DEVELOPMENT DEPARTMENT**

THIS PLAN IS
FORMATTED FOR
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ORDINANCE 7B-09

An Ordinance of the Altoona Common Council to Adopt the Comprehensive Plan of the City of Altoona, Eau Claire County, Wisconsin.

The City Council of the City of Altoona, Eau Claire County, Wisconsin, do ordain as follows:

Section 1. Pursuant to section 62.23(2) and (3) of the Wisconsin Statutes, the City of Altoona is authorized to prepare and adopt a comprehensive plan as defined in section 66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes.

Section 2. The City Council of the City of Altoona, Eau Claire County, Wisconsin, has adopted written procedures designed to foster public participation in every stage of the preparation of a comprehensive plan as required by section 66.1001(4)(a) of the Wisconsin Statutes.


Section 3. The Plan Commission of the City of Altoona, by a majority vote of the Commission recorded in its official minutes, has adopted a resolution recommending to City Council the adoption of the document entitled "City of Altoona, Eau Claire County, Wisconsin Comprehensive Plan 2009-2030," containing all of the elements specified in section 66.1001(2) of the Wisconsin Statutes.

Section 4. The City has held at least one public hearing on this ordinance, in compliance with the requirements of section 66.1001(4)(d) of the Wisconsin Statutes.

Section 5. The City Council of the City of Altoona, Wisconsin, does, by enactment of this ordinance, formally adopt the document entitled, "City of Altoona, Eau Claire County, Wisconsin Comprehensive Plan 2009-2030," pursuant to section 66.1001(4)(c) of the Wisconsin Statutes.

Section 6. This ordinance shall take effect upon passage by a majority vote of the members-elect of the City Council and publication/posting as required by law.

Dated this 23rd day of July, 2009



Thomas Meyer, Mayor



Cindy Bauer, City Clerk

Approved: 7/23/09
Published: 7/27/09
Adopted: 7/23/09

RESOLUTION 5A-09 PC

RE: ADOPTION OF THE RECOMMENDED COMPREHENSIVE PLAN AS PREPARED BY THE CITY OF ALTOONA PLAN COMMISSION

WHEREAS, the City Council of the City of Altoona directed the City of Altoona Plan Commission to prepare a recommended Comprehensive Plan for the City of Altoona; and

WHEREAS, numerous persons involved in local planning provided information at regular and special meetings called by the Altoona Plan Commission; and

WHEREAS, members of the public were invited to make comments at said meetings, wherein the Comprehensive Plan herein adopted was reviewed and commented upon by members of the public; and

WHEREAS, the City of Altoona Plan Commission has reviewed the recommended Comprehensive Plan at a regular monthly meeting; and

WHEREAS, members of the public, adjacent and nearby local governmental units, and Eau Claire County will be given a 30-day review and comment period prior to the public hearing, which will be conducted by the City Council for the Comprehensive Plan; and

WHEREAS, after said public hearing, the City Council will decide whether to adopt by ordinance the Comprehensive Plan; and

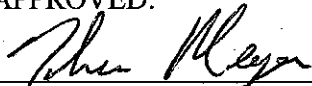
WHEREAS, the Comprehensive Plan may be used as the basis for, among other things, official mapping (s 62.23 (6), local subdivision regulations (s 236.45 or 236.46), city zoning ordinances (s. 62.23 (7), zoning of shorelands or wetlands in shorelands under s. 62.231, and as a guide for approving or disapproving actions affecting growth and development within the jurisdiction of the City of Altoona; and

WHEREAS, this Comprehensive Plan may from time to time be amended, extended, or added to in greater detail.

NOW, THEREFORE, BE IT RESOLVED, by the City of Altoona Plan Commission that the recommended Comprehensive Plan is hereby adopted as a part of the City of Altoona Comprehensive Plan pursuant to s. 66.1001(4)(b) and s.62.23, Wis. Stats. and that the Plan Commission recommends said Comprehensive Plan to the City Council for adoption by ordinance, after a 30-day public review and comment period and public hearing.

Dated this 27th day of May, 2009

APPROVED:



Thomas Meyer, Chairperson
Altoona Plan Commission

ATTEST:



Cindy Bauer, City Clerk

PLAN AMENDMENTS

The following lists the dates and page numbers of any amendments to this comprehensive plan since its original adoption.

<u>Amendment Date</u>	<u>Page #</u>	<u>Summary</u>
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COMMON COUNCIL

Tom Meyer	Mayor
Colleen Weber	Council Member
Dale Stuber	Council Member
Red Hanks	Council Member
Ray Henning	Council Member
Brendan Pratt	Council Member
William Spangler	Council Member
Mike Golat	Administrator
Cynthia Bauer	Clerk

PLAN COMMISSION

Tom Meyer	Chairperson
George Samardich	Commissioner
Larry Sturz	Commissioner
July Adams	Commissioner
Andy Schlafer	Commissioner
Bill Spangler	Commissioner
Dale Stuber	Commissioner

Partial funding support for this planning effort was provided by the Wisconsin Department of Administration



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EXECUTIVE SUMMARY

In early 2006, the City of Altoona, along with nine other communities including the County, received a grant from the Wisconsin Department of Administration to complete Comprehensive Plans that complied with Wisconsin's "Smart Growth" requirements, State Statute 66.1001. The City requested the assistance of MSA Professional Services, Inc. to facilitate the creation of the plan. The City last completed a land use plan in 2000; however, this plan did not comply with State Statute 66.1001. Although this Plan will replace the 2000 plan, some information from that plan was used in this planning process.

This Plan is a guidebook for future development of the City of Altoona. It provides the most recent available statistics and survey data, documents the important issues of concern identified by City residents, and sets forth goals, objectives, policies, and recommendations for actions to be pursued by the Town in the coming years. The plan covers topics mandated by Wisconsin State Statute 66.1001, but the content of the plan reflects local concerns. This plan looks forward 20 years to 2030, but it should be reviewed annually and fully updated every ten years.

Over the course of three years, the Plan Committee met over 12 times with their consultant, and held numerous other local meetings to review project material and to make policy recommendations. Residents were consulted in the development of this plan through public meetings, a community survey, and a formal public hearing held prior to adoption of the plan. All Plan Committee working sessions were also open to public attendance and comment. Over the course of these meetings several themes emerged which are highlighted below and discussed in more detail within this Plan.

- ❖ Promote the redevelopment of the City's downtown
- ❖ Ensure a cohesive development pattern along USH 12 & within the River Prairie Neighborhood
- ❖ Preserve sensitive natural resources within the area, with a particular emphasis on protection and enhancement of Lake Altoona.
- ❖ Minimize land use conflicts between incompatible uses through zoning and site design guidelines
- ❖ Continue to work with the City of Eau Claire to upgrade sanitary sewer infrastructure.

The remaining portion of this Plan is organized into five chapters:

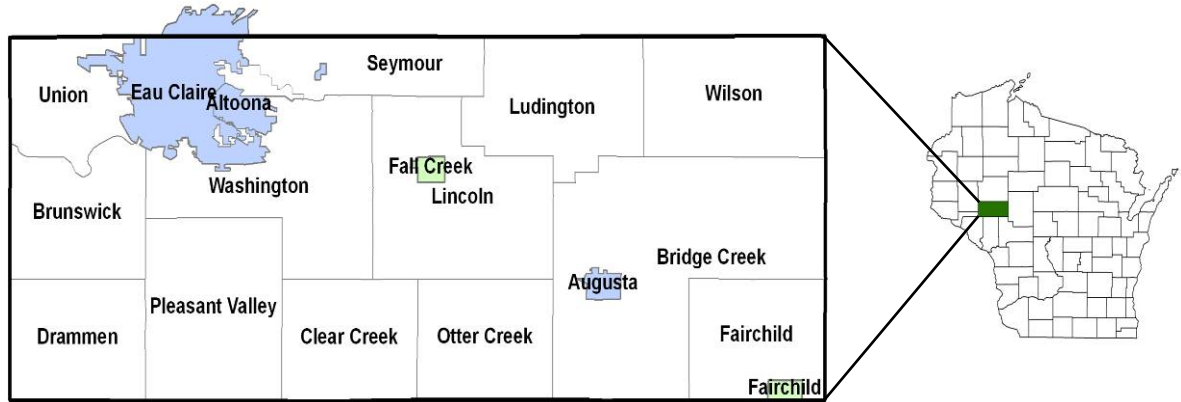
- ❖ **Chapter 1: Introduction** - describes the Wisconsin's Comprehensive Planning requirements and the planning process used to complete this Plan.
- ❖ **Chapter 2: Vision, Goals, Objectives, & Policies** - describes the community vision, goals, objectives, and policies for each element of the comprehensive plan.
- ❖ **Chapter 3: Future Land Use** - a summary of the future land use plan for the City of Altoona.
- ❖ **Chapter 4: Implementation** - a compilation of recommendations and specific actions to be completed in a stated sequence to implement the goals, objectives, & policies contained in Chapter.
- ❖ **Chapter 5: Existing Conditions** - summarizes background information as required for the nine planning elements to be included in comprehensive plans (as per Wisconsin Statute 66.1001). This information provides a basis for creating goals, objectives, policies, maps, and actions guiding future development in the City of Altoona.

1 INTRODUCTION

1.1 REGIONAL CONTEXT

The City of Altoona is located in west-central Wisconsin (Eau Claire County), bordered on its west and south by the City of Eau Claire (pop. 63,190), the Town of Seymour (pop. 3,159) is to its north, and the Town of Washington (7,299) is to its south and east. The City is about 2,750 acres (4.3 sq.mi.) in size with predominant land uses being residential. In 2007, the population of the City was estimated to be 6,770.

Figure 1.1: Eau Claire Communities



The population density of Altoona is average for a Wisconsin City. The population density of the City is estimated to be approximately 1,561.9 persons per sq.mi.¹, lower than the density of the neighboring City of Eau Claire (2,335.4 persons per sq.mi.) but consistent with the population density of the average Wisconsin City (1,558.1 persons per sq.mi.). The City has a significantly higher population density than Eau Claire County (149.2 persons per sq.mi.).

Established in 1856, Eau Claire County is bordered on the west by Pepin & Dunn Counties, on the south by Buffalo, Trempealeau, & Jackson Counties, on the east by Clark County, and on the north by Chippewa County. The county is approximately 408,320 acres, or 638 square miles. The population in 2007 was 98,000. Thirteen towns, two villages, and three cities make up the county. Eau Claire (pop. 63,190), located in the northwest part of the county, is the largest city and is the county seat. Current major industries are in health care/social assistance and retail trade.

¹ Density calculations for Wisconsin communities are based on 2004 data, using the latest available WI DNR Geospatial data for town, village and city areas, and corresponding WI DOA 2004 population estimates.

1.2 WISCONSIN COMPREHENSIVE PLANNING LAW

Under the Comprehensive Planning legislation [s. 66.1001 Wis. Stats.], adopted by the State in October of 1999 and also known as “Smart Growth,” beginning on January 1, 2010 if the City of Altoona engages in any of the actions listed below, those actions shall be consistent with its comprehensive plan:

- ✓ Official mapping established or amended under s. 62.23 (6)
- ✓ Local subdivision regulations under s. 236.45 or 236.46
- ✓ County zoning ordinances enacted or amended under s. 62.23 (7)
- ✓ Town, village, or city zoning ordinances enacted or amended under s. 60.61, 60.62, 60.23 (7)
- ✓ Zoning of shorelands or wetlands in shorelands under s. 59.692, 61.351 or 62.231

The Law Defines a Comprehensive Plan as containing nine required elements:

- | | |
|---|----------------------------------|
| 1. Issues and opportunities | 6. Economic Development |
| 2. Housing | 7. Intergovernmental Cooperation |
| 3. Transportation | 8. Land Use |
| 4. Utilities and Community Facilities | 9. Implementation |
| 5. Agricultural, Natural & Cultural Resources | |

The Comprehensive Planning Law in Wisconsin requires public participation at every stage of the comprehensive planning process. “Public participation” is defined as adopting and implementing written procedures for public participation that include but are not limited to broad notice provisions, the opportunity for the public and impacted jurisdictions to review and comment on draft plans, and the holding of a public hearing prior to plan adoption.

The Comprehensive Planning Law standardizes the procedure for adopting a comprehensive plan. The plan commission must submit a recommendation on the comprehensive plan to the chief elected body. The local governing body may then adopt and enact the plan by ordinance.

In addition to ensuring local residents and businesses have the opportunity to review and comment on the plan, the Comprehensive Planning Law requires that copies of the draft and final comprehensive plans be sent to adjacent communities, the Wisconsin Department of Administration, the regional planning commission & public library serving the area, and all other area jurisdictions that are located entirely or partially within the boundaries of the community.

Required Comprehensive Planning Goals ~ Planning Grant Recipients

Listed below are the fourteen local comprehensive planning goals as described in s. 16.965(4), Wis.Stats. All communities who receive grant funds from the Wisconsin Department of Administration (WIDOA) to complete a comprehensive plan must address these fourteen goals. The City of Altoona did receive WIDOA funds and the content of this plan compliments these fourteen goals.

1. Promotion of the redevelopment of lands with existing infrastructure and public services and the maintenance and rehabilitation of existing residential, commercial and industrial structures.
2. Encouragement of neighborhood designs that support a range of transportation choice.

3. Protection of natural areas, including wetlands, wildlife habitats, lakes, woodlands, open spaces and groundwater resources.
4. Protection of economically productive areas, including farmland and forests.
5. Encouragement of land uses, densities and regulations that promote efficient development patterns and relatively low municipal, state governmental and utility costs.
6. Preservation of cultural, historic and archaeological sites.
7. Encouragement of coordination and cooperation among nearby units of government.
8. Building of community identity by revitalizing main streets and enforcing design standards.
9. Promoting an adequate supply of affordable housing for individuals of all income levels throughout each community.
10. Providing adequate infrastructure and public services and an adequate supply of developable land to meet existing and future market demand for residential, commercial and industrial uses.
11. Promoting the expansion or stabilization of the current economic base and the creation of a range of employment opportunities at the state, regional and local levels.
12. Balancing individual property rights with community interests and goals.
13. Planning and development of land uses that create or preserve varied and unique urban and rural communities.
14. Providing an integrated, efficient and economical transportation system that affords mobility, convenience and safety and that meets the needs of all citizens, including transit-dependent and disabled citizens.

The Role of a Comprehensive Plan for the City of Altoona

This planning document is a “living” guide for the future overall development of the City of Altoona. It serves the following purposes:

- ✓ The plan acts as a benchmark to where the community is now in terms of current strengths, weaknesses, opportunities and threats to quality of life.
- ✓ It provides a means of measuring progress for existing and future City leaders.
- ✓ It clearly defines areas appropriate for development, redevelopment, and preservation.
- ✓ It identifies opportunities to update and strengthen the City of Altoona’s land use implementation tools.
- ✓ It can be used as supporting documentation for City policies and regulations as well as grant funding requests for public & private projects.

The most important function the plan will serve is as a resource manual to assist in the evaluation of land use related requests and the provision of design recommendations for various types of development. It establishes a standard by which all land use decisions in the City of Altoona need to be based. Communities who consistently make land use decisions based on their comprehensive plan reduce their exposure to legal action, increase their opportunities to save money and improve the quality and compatibility of new development.

1.3 PUBLIC PROCESS

In 2006, the City of Altoona, along with nine other Eau Claire communities including the County, requested the assistance of MSA Professional Services, Inc. to complete a Comprehensive Plan complying with Wisconsin's "Smart Growth" requirements, State Statute 66.1001. As part of the Comprehensive Planning legislation, every community must develop a public participation plan at the beginning of the planning process. The purpose of the public participation plan is to outline procedures for public involvement during every stage of the planning process. The key components of the public participation plan are outlined below:

Figure 1.2: MSA Problem Solving Model



Kick-off Meeting (September 2006): This meeting was attended by the Plan Committees from all participating communities and included an overview of the planning process and a summary of the public participation process. In addition, officials from non-participating communities, and the public were invited to attend the meeting.

Visioning Meeting (October/November 2006): Attended by the Plan Committee and the general public, this meeting engaged the community in a discussion about issues and opportunities that should be addressed through the comprehensive planning process and helped establish a vision for the future of the community.

Planning Committee Cluster Meetings – Existing Conditions (February/March 2007): Two cluster meetings were held to present and discuss the existing conditions portion of the plan (Refer to Chapter 5). Cluster meetings consisted of the plan committees from the City of Altoona and the towns of Seymour and Washington. One of the advantages of the cluster format was to encourage intergovernmental dialogue and cooperation. The analysis involved preliminary discussions on how the various factors studies can support or impose limitations on development.

Community Survey (April thru August 2007): With input from the Plan Committee, a community survey was developed and distributed to households within the city and sought information regarding the opinions of citizens about the various development issues identified during the existing conditions analysis. Results from the survey are incorporated into the comprehensive plan (Refer to Appendix A).

Plan Committee Cluster Meetings – GOPs and Future Land Use (Sept 2007 thru May 2008): Four cluster meetings were held to present and discuss the plan’s goals, objectives and policies and the community’s Future Land Use Map. The meetings focused on the development of plans, policies, programs and land use alternatives to implement the community defined vision. (Refer to Chapters 2 & 3)

Plan Committee Cluster Meeting – Intergovernmental Cooperation (Periodically): A discussion on concerns, disagreements or inconsistencies between neighboring jurisdictions draft Comprehensive Plans. Inconsistencies were addressed at the Planning Committee level.

Public Informational Meetings (Periodically): Led by County staff, public informational meetings were conducted periodically in all communities to facilitate input on draft components of the comprehensive plan. Comments received at these meetings were presented to the Plan Committee and incorporated into the plan.

Public Hearing and Final Adoption (April thru June 2009): A public hearing on the proposed Comprehensive Plan, and a recommendation and adoption by the City. Information on the Plan’s adoption procedures is detailed in Chapter 4.

Website: Throughout the planning process the County maintained a publicly accessible website which published meeting notices and draft planning documents for public review. The web site also included a link to submit public comments.

Press Releases: The County produced periodic press releases to further communicate the progress of the planning process.

Meeting Notices: The County & local staff posted meeting notices in a timely manner at accessible locations.

1.4 SELECTION OF THE PLANNING AREA

The study area for this Plan includes all lands in which the City has both a short and long-term interest in planning and development activity. The Planning Area includes all lands within the current municipal limits and within the City’s 1½-mile extraterritorial jurisdiction (ETJ). (*See Map 1: Planning Area*)

1.5 COMMUNITY ASSETS & LIABILITIES

At the first project meeting the Plan Committee held initial discussions regarding those aspects of the community that were regarded as either assets or liabilities. The purpose of the exercise was to begin thinking about those things that the community wishes to build upon (ASSETS) and those things the community wishes to minimize or change (LIABILITIES). Additional issues and opportunities are discussed in Chapter 2.

According to the *Community Survey*, 88.4% of respondents rated the quality of life in Altoona as either “excellent” or “good”. When asked to rate the change in quality of life over the last five years the majority, 55.8%, indicated it has stayed the same. (Refer to Appendix A)

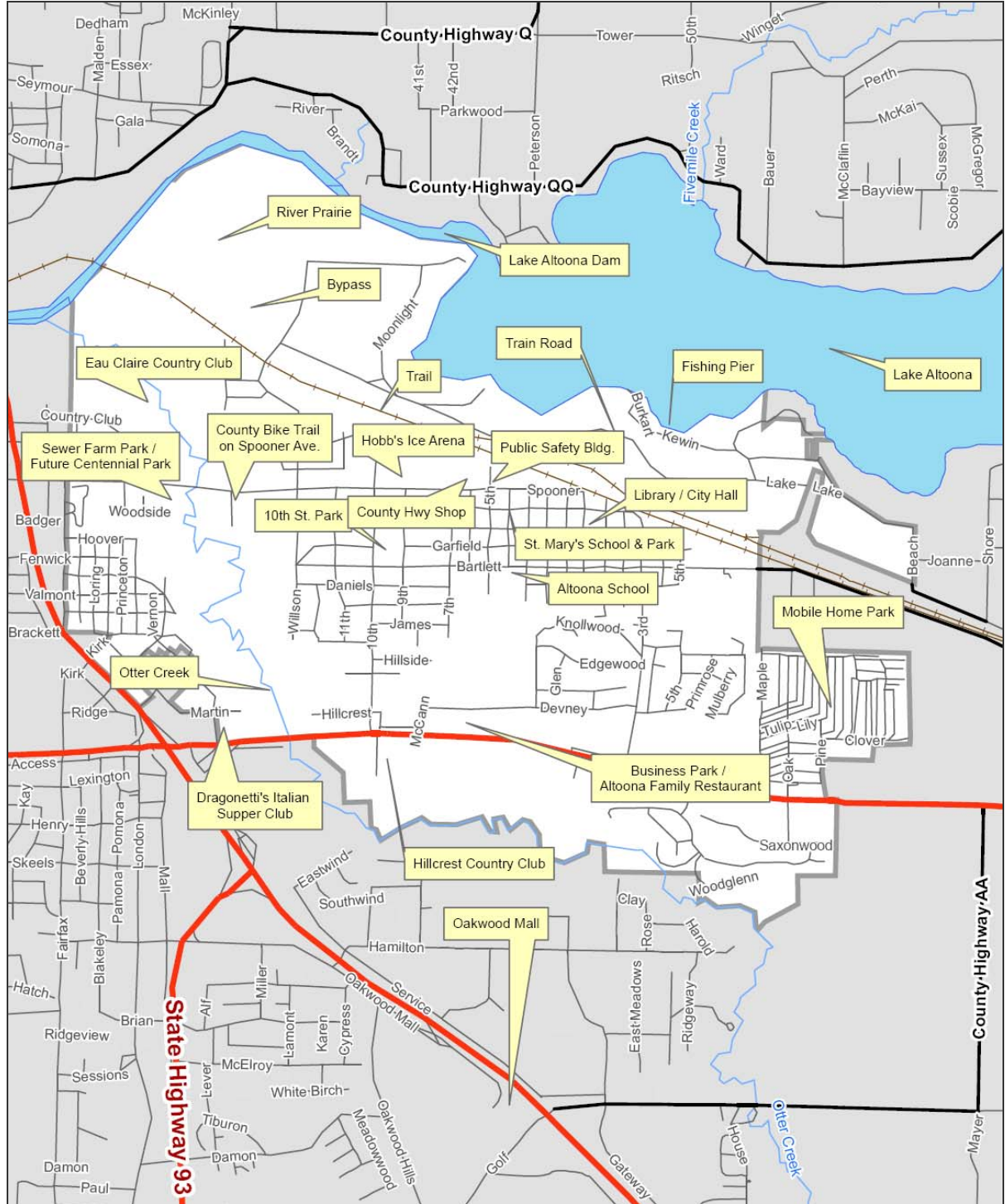
Assets: Things you like about the City that you would continue, enhance, or replicate.

Liabilities: Things you do not like about the City that should be reduced, changed, or avoided.

ASSETS	LIABILITIES
School system best in area (4)	Lack of retail / commercial (3)
River Prairie (4)	Lack of public participation- council, school board (3)
Good Parks and recreation (3)	Lack of industry (3)
Lake Altoona (2)	Aging infrastructure (3)
Good Fire / Police Dept. (2)	Spooner Ave- ugly (2)
Functioning City Govt. (2)	Limited wilderness disappearing (2)
Bike Trails (existing and future) (2)	Relatively low income base (2)
Library (1)	Unusable Railroad (1)
Good friendly people (1)	Gateways are ugly (1)
Room to grow (1)	Lack of arts and culture (1)
Wildlife (1)	Lop-sided tax base (1)
Undeveloped / Open Space / Wilderness (1)	Lack of previous good planning for growth in outside areas (1)
Proximity to Eau Claire (1)	Disconnected neighborhoods (1)
Low traffic (1)	Stagnant real estate market- old homes (1)
Low crime (1)	Lack of planning function (1)
Golf Courses	Lack of public transportation
Newer Housing Stock	US 53 too close to residential development
Growth potential	Age and size of school campus
Otter Creek	DOT and DNR
Hwy 12	Wildlife
US Hwy 53 (Bypass)	Proximity to EC
Local newspaper	City doesn't control whole block of City Hall
Involved Parents	Resistance to change
Post offices- accessibility	Hwy 12- barrier between neighborhoods
Community events (Ice cream, Cinder City Days)	Hard to service areas
Active civic groups, people	
Small town atmosphere	

As part of the first visioning meeting the planning commission identified key landmarks in the community. These landmarks are outlined in Figure 1.3 and along with the assets and liabilities table above help to further define and communicate community assets. Note the locations of landmarks are approximations and are not intended to pinpoint exact locations.

Figure 1.3: Landmarks, City of Altoona



2 VISION, GOALS, OBJECTIVES, & POLICIES

A vision statement identifies where an organization (the City of Altoona) intends to be in the future and how to meet the future needs of its stakeholders: citizens. The vision statement incorporates a shared understanding of the nature and purpose of the organization and uses this understanding to move towards a greater purpose together. The statement, written in present tense, describes an ideal future condition.

VISION STATEMENT

The City of Altoona is a...

Full service community with a balanced mix of residential, industrial, and commercial properties. Residents of all ages have adequate opportunities for employment, education, recreation, affordable housing, and enjoyment of area parks. The community values its proximity to the Eau Claire River and Lake Altoona and development within the community is designed to safeguard area natural resources.

Altoona maintains its unique identity as a vibrant city welcoming new professionals, families, and entrepreneurs wishing to call Altoona home. The City maintains strong public infrastructure and a healthy economy serving the needs of both residents and visitors. Local leaders continue to work with adjoining towns, the City of Eau Claire, and Eau Claire County to manage development and the delivery of services for the betterment of the region.

General Goals

Each section of this chapter contains goals specific to one of the nine elements of the comprehensive plan. The following three goals are general in nature, and along with the vision statement, will guide actions the City of Altoona makes in the future. If there is a question regarding a land use decision, not clearly conveyed in the details of this comprehensive plan, then the decision shall be based on the intent of the vision statement and the general goals. The essence of these recommendations, reflected in the Vision statement and throughout the entire plan, is to create a sustainable future for the City of Altoona. A sustainable community is one where economic prosperity, ecological integrity and social and cultural vibrancy live in balance. For the City of Altoona, a sustainable future will create conditions that:



- ✓ **Protect and improve the health, safety, and welfare of residents in the City of Altoona.**
- ✓ **Preserve and enhance the quality of life for the residents of the City of Altoona.**
- ✓ **Protect and reinforce the community character of the City of Altoona.**

Each element of the comprehensive plan contains goals, objectives, policies, & actions developed during the planning process based on the information contained in Chapter 5, Existing Conditions. This section defines goals, objectives, policies, and actions as follows:

Goal: A goal is a long-term target that states what the community wants to accomplish. Written in general terms, the statement offers a desired condition.

Objective: An objective is a statement that identifies a course of action to achieve a goal. They are more specific than goals and are usually attainable through planning and implementation activities.

Policy: A policy is a general course of action or rule of conduct that should be followed in order to achieve the goals and objectives of the plan. Policies are written as actions that can be implemented, or as general rules to be followed by decision-makers. Policies that direct action using the words “shall” or “will” are mandatory aspects of the implementation of the City of Altoona Comprehensive Plan. Those policies using the words “should,” “encourage,” “discourage,” or “may” are advisory and intended to serve as a guide.

2.1 HOUSING

2.1.1 Issues or Opportunities Raised During the Planning Process

The Plan Committee felt that the WIDOA 20-year population & housing projections presented in Chapter 5 were realistic figures. They felt that the population will continue to grow at a steady pace and will not level off. Physical limitations include the Eau Claire River, City of Eau Claire, Lake Altoona, so development of future housing will be targeted south and east of the City limits. The Plan Committee expects the developments of River Prairie, Hidden Creek, High Point, and Otter Creek will account for the majority of the growth in the next five to 10 years. The Plan Committee felt future housing growth would also hinge on the ability to extend sewer and water to potential properties that wish to annex. The Plan Committee acknowledges there is a good balance of housing stock in the City and an influx of first time homebuyers.



2.1.2 Goals, Objectives & Policies

GOAL 1	Plan for safe, attractive, and affordable housing to meet existing and forecasted housing demands for all Altoona residents
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Objectives:

1. Create attractive and safe neighborhoods to protect the public health and a stable tax base.
2. Ensure that residential developments are built and maintained according to levels deemed safe by industry standards.

Policies:

1. The City encourages development of a range of housing types to meet the needs of residents of various income, age, and health status.
2. The City supports infill and redevelopment practices to reinvigorate older portions of the community.
3. The City encourages high quality development that would attract professionals, entrepreneurs and families.
3. The City will maintain a comprehensive building code that requires inspection of new structures and repair of unsafe and unsanitary housing conditions.
4. The City supports programs that maintain or rehabilitate the local housing stock. The City encourages voluntary efforts by private homeowners to maintain, rehabilitate, update or otherwise make improvements to their homes. The City discourages the use of properties for the accumulation of “junk” materials.

According to the *Community Survey*, 86.0% of respondents felt the City should “allow” or “encourage” more affordable housing in Altoona. (Refer to Appendix A)

“Junk” – Any worn out or discarded materials including but not necessarily limited to scrap metal, inoperable motor vehicles and parts, construction material, household wastes, including garbage and discarded appliances.

GOAL 2

Maintain housing types and densities that reinforce the traditional character of the City

Objectives:

1. Design mixed use neighborhoods that provide a range of housing types, densities, and costs.
2. Recognize the importance of environmentally sensitive areas when considering residential development in the City.

Policies:

1. The City encourages the integration of varied housing types and lot sizes within the community. This may include a blend of single-family, two-family, multiple family, or senior housing choices within the same development. In general, residential areas of new neighborhoods should feature 60-80% single-family detached homes, 15-25% two-family or duplex housing units, and 5-15% multi-family housing units.
2. In appropriate areas, the City will encourage creative development or redevelopment that includes a mix of residential units, small businesses, and civic spaces.
3. The City will plan for multiple-family developments in parts of the City where streets and sidewalks can handle increased amounts of traffic; there are adequate parks, open spaces, shopping, and civic facilities existing or planned nearby; and the utility system and schools in the area have sufficient capacity. Disperse such developments in smaller projects throughout the City, rather than larger projects in isolated area.
4. The City will maintain site and design guidelines for new residences that aim to reinforce traditional neighborhood design principles and protection of environmentally sensitive areas. (Refer to Section 2.8).

According to the *Community Survey*, 85.1% of respondents either “agreed” or “strongly agreed” that new housing and neighborhoods should be designed with a mix of lot sizes. (Refer to Appendix A)

2.2 TRANSPORTATION

2.2.1 Issues or Opportunities Raised During the Planning Process

Maintenance of City streets is a significant facilities issue; road conditions are mixed with some in poor or deteriorating condition. The City plans for one major road improvement or resurfacing project each year, but revenue caps on spending are limiting and making it difficult to perform such repairs on local streets. The Plan Committee also acknowledged that portions of the street system do not have curb and gutter (conflicting

with the City’s urban road standards). Increased demand for public transportation was also identified as a growing issue and more linkages within



According to the *Community Survey*, 90.2% of respondents either “agreed” or “strongly agreed” that maintenance to existing roadways was the best transportation investment during the next ten years. (Refer to Appendix A)

the City would be useful. The Committee felt that new housing developments should provide connectivity to local parks and trails via sidewalks, footpaths, and new bike-ped trails.

The Plan Committee members questioned the accuracy of the average daily traffic (ADT) counts provided by WisDOT (Refer to Chapter 5.3), as they seemed to underestimate local perceptions. The most recent traffic data available at the time this Plan was completed were from year 2003.

2.2.2 Goals, Objectives & Policies

GOAL 1	Provide a safe, efficient, multi-modal, and well-maintained transportation network
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Objectives:

1. Ensure a diverse transportation system to meets the needs of multiple users.
2. Manage access & design of the transportation network in order to effectively maintain the safe and functional integrity of City streets.
3. Maintain the City’s transportation network at a level of service desired by City residents and businesses.
4. Coordinate major transportation projects with land development, neighboring communities, Eau Claire County, and the WisDOT.

Policies:

1. Transportation Alternatives for Disabled & Elderly Residents – The City will collaborate with Eau Claire County and private vendors in the region to provide transportation services for disabled & elderly residents.
2. Incorporation of Pedestrian & Bicycle Planning – The City encourages the (re)development of neighborhoods that are oriented towards pedestrians and well-served by sidewalks, bicycle routes, and other non-motorized transportation facilities. Bicycle and pedestrian ways, including sidewalks within developments shall be designed to connect to adjacent developments, schools, parks, shopping areas, and existing or planned pedestrian or bicycle facilities.

According to the *Community Survey*, 70.9% of respondents either “agreed” or “strongly agreed” that new housing and neighborhoods should be designed with sidewalks and 69.6% of respondents either “agreed” or “strongly agreed” that new housing and neighborhoods should be designed with recreational trails. (Refer to Appendix A) (Refer to Appendix A)
3. Protection of City Streets – The City may require intergovernmental agreements that define the responsibilities of the City, the developer and neighboring communities regarding any required improvements to City streets and funding of such improvements. The City may also require that the property owner, or their agent, fund the preparation of a traffic impact analysis by an independent professional prior to approving new development. Where appropriate, the City may designate weight restrictions and truck routes, to protect local streets.

4. New Roads & Driveways – The City supports the use of the existing road network to the greatest extent possible before creating additional streets to accommodate future development. The City will utilize its official mapping powers to coordinate long-term facility planning in its extraterritorial area. New roads shall be built according to City standards and inspected before accepting for dedication. The City will maintain site and design requirements for new roads and driveways that aim to reinforce traditional neighborhood design principles and safe transportation facilities. The City encourages the use of grid-like street patterns as opposed to multiple cul-de-sacs and will consider the use of transportation calming devices & alternative designs to provide a safe & fluid street network. (Refer to Section 2.8)

5. Maintain Condition Standards for City Roadways – The City will strive to maintain an average PASER rating of 7 for all City streets (considering budgetary constraints), and establish and prioritize future road projects based on the applicable PASER scores, ADT data, current and future land use plans.

“PASER” – Pavement Surface Evaluation & Rating. The WisDOT recommends municipalities maintain an average rating of “7” for all roads.

6. Coordination of Improvements to State and County Highways – Keep informed of WisDOT and Eau Claire County’s efforts to maintain and improve State and County highways. The City will coordinate improvements to adjacent local roads whenever feasible.

7. Joint Planning of Roads that Cross Jurisdictions – The City will work with the City of Eau Claire and the Town of Washington to plan, construct and maintain those roadways that cross jurisdictions, including cost sharing where appropriate.

GOAL 2 **Be prepared to address other transportation modes required by Wisconsin’s Comprehensive Planning law**

Objectives:

1. Be prepared to plan for and discuss transportation options that are not available to the City at this time.

Policies:

1. Future Cooperation and Planning – The City will actively participate in any planning for any form of public transit, passenger rail, public air transportation or water transportation should any of these transportation alternatives involve the City in the future.

2.3 ENERGY, UTILITIES & COMMUNITY FACILITIES

2.3.1 Issues or Opportunities Raised During the Planning Process

The Plan Committee acknowledged the City has received notice of violation for not complying with their WPDES (Wisconsin Pollutant Discharge Elimination System) permit standards. The WIDNR regulates municipal and industrial operations discharging wastewater to surface or groundwater through the WPDES permits. The City has undergone many infrastructure upgrades to address this issue but still needs to continue to work with the City of Eau Claire to upgrade sanitary sewer infrastructure. Other issues discussed include upgrading stormwater management



facilities and funding ongoing maintenance for sanitary sewer infrastructure and park facilities. The Plan Committee also acknowledged that the closed landfill located in the Windsor Forest subdivision

According to the *Community Survey*, 47.9% of respondents felt investing in a community or recreational center was either a “high” or “medium” priority during the next ten years. (Refer to Appendix A)

is a potential liability. Other needs identified include purchasing land for a new school site and building a community center. Maintaining a finance plan or, capital improvement plan, was identified as an opportunity to prioritize these projects.

2.3.2 Goals, Objectives & Policies

GOAL 1
Maintain high quality services, utilities and facilities

Objectives:

1. Ensure that public and private utilities and facilities are constructed and maintained according to professional and governmental standards to protect the public health, minimize disruption to the natural environment, and to reinforce the traditional character of the City. (Refer to Chapter 2.8)
2. Phase new development in a manner consistent with future land use plans, public facility and service capacities, and community expectations.
3. Ensure that public facilities continue to meet the needs of residents.
4. Monitor satisfaction with public and private utility and service providers, and seek adjustments as necessary to maintain adequate service levels.

Policies:

1. Utility Services & Extensions – The City encourages logical, cost-efficient expansion of utilities to serve compact development patterns. The City will generally require all development that relies on municipal services to be located within the City of Altoona’s corporate limits. Development permits shall not be issued unless there is adequate provision for necessary public facilities to serve such developments.

2. Sanitary Sewer – The City will guide new urban growth to areas within the Sanitary Sewer Service Area (SSA). Development in the SSA shall be designed so that it can be easily and efficiently served with municipal services. Non-farm development not served by public sanitary sewer and water is discouraged within the 2025 SSA boundary, except as approved through intergovernmental planning or related agreements, consistent with adopted comprehensive plans, and designed to potentially accommodate the long-term retrofitting of public services into the development. In areas not served by municipal sewer, the City requires adherence to the Wisconsin Sanitary Code & Eau Claire County Sanitary Code.

3. Water Supply - The quality and quantity of water from the City’s wells should be closely monitored to ensure that they continue to meet the needs of development across the City. The City encourages programs that support water conservation within the region.

4. Stormwater Management – The City will work with the WIDNR to minimize stormwater quality and quantity impacts from development. Natural drainage patterns, including existing drainage corridors, streams, floodplains, and wetlands will be preserved and protected whenever possible. Developers will be responsible for erosion control and stormwater quality and quantity control both during and after site preparation and construction activities in accordance with local regulations. The use of Best Management Practices (BMPs) is highly encouraged.

5. Solid Waste & Recycling – The City will review annually levels of service provided by the contracted solid waste disposal and recycling services and meet with them to address any concerns raised by residents or local businesses. The City will encourage participation in recycling & clean sweep programs for the disposal of hazardous materials.

6. Parks – The City will maintain a Five Year Park, Recreation & Open Space Plan to coordinate & prioritize long-term park and recreation improvements. The City encourages the connectivity of local park and recreational facilities with regional facilities, via bicycle trails or marked routes on existing roads. The City will require all proposed residential subdivision developments to dedicate land, or pay a fee in lieu thereof, for public parks, recreation, and open space acquisition and development (in accordance with State Statute).

National Recreation and Park Association recommendation that most residents should be within a ten minute walk or 1/3 mile from a public park or open space area and communities should maintain an average of 12 acres of park and recreational land per 1,000 residents.

According to the *Community Survey*, 70.9% of respondents either “agreed” or “strongly agreed” that new housing and neighborhoods should be designed with parks within walking distance of residents. (Refer to Appendix A)

7. Power Plants, Transmission Lines, and Telecommunication Facilities – The City will actively participate in the planning and siting of any major transmission lines, facilities, natural gas lines, or wind towers, or telecommunication towers. If such facilities are proposed, they should be located in an area safely away from existing residential uses and should avoid environmentally sensitive areas. Underground placement and co-location (or corridor sharing) of new utilities is encouraged.

8. Energy Conservation - The City will support the efforts of energy providers, government agencies and programs, and others to inform residents about energy conservation measures. The use of

Leadership in Energy and Environmental Design (LEED) is a rating system developed by the U.S. Green Building Council that provides a suite of standards for environmentally sustainable construction.

energy-efficient materials or designs is highly encouraged, including LEED certification. The City will consider the use of energy efficient alternatives when upgrading local buildings or equipment.

9. Cemeteries – The City will collaborate with local church associations regarding the need for additional or expanded cemeteries.
10. Special Needs Facilities – The City will work with Eau Claire County and adjacent communities to maintain and improve access to special needs facilities (i.e. health care, childcare) for area residents. Actively participate in the planning and siting of any new special needs facility.
11. Emergency Services – The City will work with the Altoona Police Department, the Altoona Fire Department, and its ambulance service to maintain adequate provision of emergency services (i.e. fire, police, EMS) for City residents and businesses, and will review service provision levels with the appropriate agencies annually. The City encourages opportunities for intergovernmental cooperation on emergency services.
12. Schools – The City will collaborate with the Altoona School District and post-secondary institutions to provide high quality educational facilities and opportunities for City residents. The City will actively participate in the planning and siting of any new school facility.
13. Libraries – The City will work with Altoona Public Library to maintain and improve access to public library facilities for City residents, as well as residents from area Towns as applicable.
14. City Facilities - The City will annually evaluate the condition of the City facilities and associated equipment to ensure that it will continue to meet City needs. Upgrades for handicap accessibility will be considered for all city facilities (including parks) whenever changes are made to those facilities. The City will continue to use its Five Year Capital Improvement Plan to coordinate & prioritize long-term public needs.
15. City Fees - The City may require developer agreements or fees to recoup the costs associated with processing, reviewing, or inspecting land use proposals & permits, including pass through fees of consultants hired by the City. The City may also assess impact fees to recoup the measurable capital costs necessary to support new developments (in accordance with State Statutes).

According to the *Community Survey*, 80.0% of respondents either “agreed” or “strongly agreed” that developers should be required to provide neighborhood parks or other recreational facilities as part of subdivision approval. (Refer to Appendix A)

2.4 AGRICULTURAL, NATURAL, & CULTURAL RESOURCES

2.4.1 Issues or Opportunities Raised During the Planning Process

The Plan Committee acknowledged the City is in the process of updating its Park, Recreation, and Open Space Plan. Any relevant material from the new plan should be incorporated into this comprehensive plan. The Plan Committee acknowledged the City needs to have greater involvement in the management of Lake Altoona with the Lake District and the County. The Plan



Committee also expressed a desire to add regulations for the protection of steep slopes in the community.

According to the *Community Survey*, 84.0% of respondents felt it was “very important” or “important” to preserve undeveloped hilltops and hillsides in Altoona. (Refer to Appendix A)

2.4.2 Goals, Objectives & Policies

GOAL 1

Reinforce the character of the City and surrounding landscape by preserving sensitive environmental areas, wildlife habitat, rural vistas, and local cultural resources

Objectives:

1. Avoid fragmentation of significant natural areas.
2. Avoid detrimental impacts that new development could have on natural resources, environmental corridors, or habitat areas.
3. Avoid detrimental impacts that new development could have on local historical and cultural resources.
4. Avoid land use conflicts between urban & rural uses along the periphery of the City.

Policies:

1. The City will not allow development in areas that have documented threatened and endangered species, or have severe limitations due to steep slopes, soils not suitable for building, or sensitive environmental areas such as wetlands, floodplains, and streams in order to protect the benefits and functions they provide. The City shall require these natural resources features to be depicted on all site plans, preliminary plats, and certified survey maps in order to facilitate preservation of natural resources. (Refer to Chapter 2.8 & Chapter 3)
2. The City will support programs to prevent the spread of exotic species and to restore natural areas to their native state, including efforts to reduce non-point and point source pollution into local waterways.
3. The City encourages maintenance and rehabilitation of historic areas and buildings and will support community events and programs that celebrate the history and culture of Altoona. The City will ensure that any known cemeteries, human burials or archaeological sites are

protected from encroachment by roads or other development activities. Construction activities on a development site shall cease when unidentifiable archaeological artifacts are uncovered during either land preparation or construction. The developer shall notify the City of such potential discovery.

4. The City will use its zoning, subdivision, and official mapping powers to protect waterways, shorelines, wetlands, steep slopes, and floodplain areas within the City’s extraterritorial area.
5. The City will work with surrounding communities to encourage an orderly, efficient development pattern that preserves natural resources and creates a tight edge between City and rural development to minimize conflicts between urban and rural uses.
6. The City encourages all farming or forestry operations to incorporate the most current “Best Management Practices” or “Generally Accepted Agricultural and Management Practices” (GAAMPS) as identified by but not limited to the following agencies:
 - a. Eau Claire County
 - b. University of Wisconsin Extension
 - c. Wisconsin Department of Agriculture, Trade and Consumer Protection
 - d. Wisconsin Department of Natural Resources
 - e. National Resource Conservation Service

2.5 ECONOMIC DEVELOPMENT

2.5.1 Issues or Opportunities Raised During the Planning Process

The Plan Committee did not identify any pressing issues within this element other than the need to attract additional businesses to the City. The Plan Committee indicated the City would like to attract the following types of businesses: retail, light manufacturing, white-collar office, service businesses, professional services, and a hotel. The Plan Committee acknowledged any new business should be aesthetically pleasing and designed/landscaped to screen the negative aspects of its appearance/operation.



According to the *Community Survey*, 85.1% of respondents felt a concentrated effort should be taken to recruit new businesses in Altoona. (Refer to Appendix A)

2.5.2 Goals, Objectives & Policies

GOAL 1

Attract and retain businesses that strengthen and diversify the local economy

Objectives:

1. Seek businesses that strengthen and diversify the economic base, expand and enhance the tax base, improve wage and salary levels, and utilize the resident labor force.
2. Develop a long-term area strategy to promote sustainable economic development, with a special emphasis on promoting existing businesses, vacant land or commercial buildings within the City.

Policies:

1. The City encourages tourism, light manufacturing, transport industrial, high technology manufacturing, and agriculture-related businesses as the major economic development types in Altoona. In designated areas, the City supports the development of retail businesses, professional services, and restaurants to better serve the needs of residents and visitors.
2. The City encourages public-private partnerships as a way to promote investment in local economic development.
3. The City will collaborate with neighboring municipalities, Eau Claire County, and local economic development organizations to develop a long-term area strategy to promote sustainable economic development.
4. The City supports the development of farm-based businesses and cottage industries within its extraterritorial area to assist farm families with a second income.

A *cottage industry* is generally defined as a small business located entirely within a dwelling, or as an accessory structure located on the same lot or tract as a dwelling, which complies with the requirements of local code. The use is clearly incidental and secondary to the use of the property and is compatible with adjacent land uses. Cottage industries generally employ less than five full time employees, generate low traffic volumes, and have little or no noise, smoke, odor, dust, glare, or vibration detectable at any property line.

GOAL 2 **Plan efficient, well-designed business and employment centers**

Objectives:

1. Identify strategic locations for business development.
2. Avoid land use conflicts between business and non-business use.
3. Maintain standards and limitations for home occupations and home-based businesses in residential areas to minimize noise, traffic, and other disturbances.

Policies:

1. The City will promote its downtown business district while allowing for some business development at the edge of the City or as part of new traditional neighborhood developments or planned business parks.
2. The City encourages the creation of highly planned mixed-use activity centers that include employment, shopping, housing, and recreation opportunities in a compact, pedestrian-

oriented setting. The City will focus neighborhood-oriented commercial development in areas that will conveniently serve existing and planned residential areas.

3. The City will require large-scale industrial and commercial businesses (those that generate large volumes of traffic or wastewater, or have a high water demand) to locate where a full range of utilities, services, roads, and other infrastructure is available to adequately support such developments.
4. The City encourages brownfield or infill (re)development and expansion of existing business and industry parks in the region before considering creating new business or industry parks.
5. The City will work with private landowners & State agencies to clean up and redevelop contaminated sites that threaten the public health, safety, and welfare.
6. The City will maintain design guidelines for businesses to address landscaping, aesthetics, lighting, noise, parking, and access. (Refer to Section 2.8)
7. The City will investigate opportunities to expand the industrial and commercial tax base of Altoona, including possible acquisition of land.
8. The City will prohibit home based businesses within residential subdivisions, or groups of residences, which would cause safety, public health, or land use conflicts with adjacent uses due to such things as increased noise, traffic, and lighting, unless these detrimental affects can be sufficiently addressed.

Home occupations refer to office types of uses that do not alter the residential character of a home and its neighborhood.

Home based businesses are selected types of small businesses that can include buildings, yards, and vehicles, that have the physical appearance of a business rather than a home, located on the same parcel of land as the residence. Examples may include veterinary, animal boarding, blacksmiths, or woodworking businesses.

2.6 INTERGOVERNMENTAL COOPERATION

2.6.1 Issues or Opportunities Raised During the Planning Process

The City of Altoona cooperates with a number of communities/organizations to provide services for its residents. The Plan Committee felt the City should continue to work with the Altoona Lake District and Eau Claire County to protect this valuable resource. Continuing to cooperate with adjacent municipalities for sanitary sewer service and emergency services was also listed as a priority. In addition, the school district may be considering the acquisition of additional property for future expansion, which should be closely coordinated with City plans for future development.



The over whelming intergovernmental issue facing the City is their use of extraterritorial land division authority in the Town of Washington. The extraterritorial plat review area is the area within 1.5 miles from Altoona’s corporate limits in which the City exercises subdivision review authority under State law to regulate the creation of new parcels through platting or certified survey map and ensure uses of land compatible with the City’s Comprehensive Plan (Refer to Map 1 in Appendix C). Currently the City of Altoona maintains extraterritorial plat review area policies that limit development to a minimum lot size of ten acres. The City’s extraterritorial land division ordinance

does allow some flexibility to create lots smaller than ten acres, in accordance with a three party agreement between the landowner, affected Township, and the City.

2.6.2 Goals, Objectives & Policies

GOAL 1

Maintain mutually beneficial relationships with neighboring municipalities, Eau Claire County, State & Federal agencies, and the schools serving Altoona residents

Objectives:

1. Coordinate with Eau Claire County, the City of Eau Claire, and the Town of Washington to jointly plan boundary areas and coordinate their long-term growth plans with the City Comprehensive Plan.
2. Coordinate City planning efforts with the Altoona School District as necessary to allow the district to properly plan for facility needs.
3. Identify opportunities for shared services or other cooperative planning efforts with appropriate units of government.
4. Improve communication and levels of transparency with Town of Washington officials regarding shared development goals and objectives and development proposals in the extraterritorial area.
5. Identify existing and potential conflicts between neighboring municipalities and establish procedures to address them.

Policies:

1. The City encourages an efficient and compatible land use pattern that minimizes conflicts between land uses across municipal boundaries and preserves natural resources in mutually agreed areas. To the extent possible, coordinate the City's Comprehensive Plan with Eau Claire County's, the City of Eau Claire's, and the Town of Washington's.
2. Where intergovernmental cooperation efforts do not yield desirable results, the City will utilize its zoning, subdivision, official mapping, and extraterritorial powers where necessary to protect City interests and coordinate development in the planning area with the City's Comprehensive Plan.
3. Prior to the adoption of the Altoona Comprehensive Plan, and for subsequent updates, the City will request comments from Altoona School District officials, neighboring municipalities, and Eau Claire County.
4. The City will request that School District official's keep the City informed of any plans for new facilities and will coordinate land use planning to encourage compatible uses and safe routes to schools.
5. The City will actively participate, review, monitor, and comment on pending plans from neighboring municipalities, Eau Claire County, and State or Federal agencies on land use or planning activities that would affect Altoona.

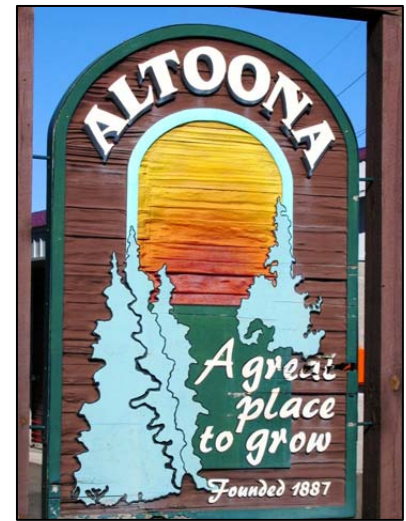
- The City will continue to work with neighboring municipalities and Eau Claire County to identify opportunities for shared services or other cooperative planning efforts.

2.7 LAND USE

2.7.1 Issues or Opportunities Raised During the Planning Process

The Plan Committee expects the developments of River Prairie, Hidden Creek, High Point, and Otter Creek will account for the majority of the growth in the next five to 10 years. The Plan Committee felt the future population would also hinge on the ability to extend sewer and water to potential properties that wish to annex.

The Plan Committee acknowledged that boundary/annexation is an issue with the City. The Eau Claire River and Lake Altoona box in the City to the north, as does the City of Eau Claire to the East and increasingly more to the South. These natural and man-made features provide challenges for



the future development of the City. The Plan Committee also noted the gateways into the City are ugly and poorly designed, which hinders the City's sense of identity.

According to the *Community Survey*, 84.3% of respondents either "agreed" or "strongly agreed" that Altoona should strive to be a full service community where all work, shopping, service, housing, and healthcare needs can be met. (Refer to Appendix A)

2.7.2 Goals, Objectives & Policies

GOAL 1 Ensure a desirable balance and distribution of land uses is achieved which enhances the City's unique character & sense of place

Objectives:

- Maintain a comprehensive future land use plan and map that ensures a desirable and compatible mix of land uses.
- Develop detailed neighborhood & corridor plans & policies for areas planned for new growth or redevelopment.

Policies:

- The City will map sensitive environmental features requiring protection including steep slopes, wetlands and floodplains (Refer to Map 5 & 8 in Appendix C). The City will prepare a description of these areas that designates them for conservation or protection where development is severely limited. (Refer to Chapter 3)
- The City will map areas in agricultural use or that have highly productive soils for agricultural use (Refer to Map 3 & 4 in Appendix C). When development occurs on the urban fringe, the City will encourage site designs that aim to limit conflicts between new urban land uses and existing farm operations.

3. The City will map the location of residential land uses throughout the planning area (Refer to Map 6 & 7 in Appendix C). Using this information, and considering other factors including the potential for land use conflicts with other existing land uses, soil conditions, and topography, the City will identify areas suitable for future residential development and will develop one or more descriptions for the type and density of residential development appropriate for these areas. (Refer to Chapter 3)
4. The City will map existing commercial and/or industrial uses that are found in the planning area (Refer to Map 6 & 7 in Appendix C). Using this information, and considering other factors including the potential for land use conflicts with other existing land uses, soil conditions, and topography, the City will identify areas suitable for future business development and will develop one or more descriptions for the type and density of commercial or industrial development appropriate for these areas. (Refer to Chapter 3)
5. The City will map existing public or recreational uses (Refer to Map 7 in Appendix C). The City will delineate areas having these features on the Future Land Use Map and prepare a description of these areas that designates them as areas for public or recreational use.
6. The City may require detailed development plans, neighborhood plans, or corridor plans prior to the platting and development of land. These detailed plans should include the proposed land use pattern of the area, recommended zoning for the area, recommended lot pattern, location of necessary municipal utilities, locations of parks, open space, civic or institutional buildings, and the proposed street system that will serve the area. The plans should also provide a development-phasing timetable so the City can coordinate capital improvements with the development of the area. New development plans, neighborhood plans, & corridor plans shall be adopted as appendices to the Comprehensive Plan.
7. To the extent feasible, developers shall adhere to the land use recommendations of the River Prairie Development Plan.

GOAL 2

Balance land use regulations and individual property rights with community interests

Objectives:

1. Maintain policies for considering amendments to the Future Land Use Map if and when requested by eligible petitioners.
2. Provide flexibility in development options/tools to create win-win outcomes between landowner desires and community interests.
3. Maintain policies for interpreting mapping boundaries.

Policies:

1. Amending the Future Land Use Map: A property owner may petition for a change to the Future Land Use Map. *See section 3.3.1 for future land use map amendment policies.*

2. Planned Unit Development²: A subdivider may elect to apply for approval of a plat employing a planned unit development (PUD) design.
3. Conservation Subdivision Development³: A subdivider may elect to apply for approval of a plat employing a conservation subdivision design.
4. Transfer of Development Rights⁴: The City may consider the use of transfer of development rights to increase the allowable density of new development, if Eau Claire County develops this program.
5. Where uncertainty exists as to the boundaries of features shown on maps within this Plan, the following rules shall apply⁵:
 - a. Boundaries indicated as approximately following the centerlines of streets, highways, or alleys shall be construed to follow such centerlines.
 - b. Boundaries indicated as approximately following platted lot lines or U.S. Public Land Survey lines shall be construed as following such lot lines.
 - c. Boundaries indicated as approximately following municipal boundaries shall be construed as following such boundaries.
 - d. Boundaries indicated as following railroad lines shall be construed to be midway between the main tracks.
 - e. Boundaries indicated as following shorelines and floodplains, shall be construed to follow such shorelines and floodplains, and in the event of change in the shorelines and floodplains, it shall be construed as moving the mapped boundary.
 - f. Boundaries indicated as following the centerlines of streams, rivers, canals, or other bodies of water shall be construed to follow such centerlines.
 - g. Boundaries indicated as parallel to extension of features indicated in the preceding above shall be so construed. The scale of the map shall determine distances not specifically indicated on the maps.

A *Planned Unit Development (PUD)* refers to a parcel of land planned as a single unit, rather than as an aggregate of individual lots, with design flexibility from traditional siting regulations. Within a PUD, variations of densities, setbacks, streets widths, and other requirements are allowed. The variety of development that is possible using PUDs creates opportunities for creativity and innovation within developments. Since there is some latitude in the design of PUDs, the approval process provides opportunities for cooperative planning between the developer, reviewing boards, and other interested parties.

Transfer of Development Rights (TDR) refers to a program to relocate potential development from areas where proposed land use or environmental impacts are considered undesirable (the “donor” or “sending” site) to another (“receiver”) site chosen on the basis of its ability to accommodate additional units of development beyond that for which it was allowed under a comprehensive plan or zoning ordinance.

² Regulations for PUDs did not exist when this plan was completed.

³ Regulations for Conservation Subdivisions did not exist when this plan was completed.

⁴ No such program existed when this plan was completed.

⁵ With respect to the accuracy of maps included in this document, a disclaimer is necessary. The City of Altoona, Eau Claire County, MSA Professional Services, and the West Central Wisconsin Regional Planning Commission have prepared and reviewed maps herein. It has been mutually understood that these maps were accurate for planning purposes and that they will continue to be used to make planning and zoning decisions. Due to scale limitations or potential data errors, it is recognized that disputes may arise concerning areas delineated on the maps. If a landowner or any other party alleges error or misrepresentation of map delineations, he or she must submit proof from recognized professionals that such is the case. The City Council will consider such submission and will adjust the boundaries when approving a land use change if appropriate.

2.8 COMMUNITY DESIGN PRINCIPLES

2.8.1 Issues & Opportunities Identified During the Planning Process

In general, the Plan Committee felt development should strive to enhance the community's character, minimize impacts to adjacent uses, and reflect sound architectural, planning and engineering principles.

2.8.2 Goals, Objectives & Policies

GOAL 1

Ensure high quality site and building designs within the community to uphold property values and reinforce the character of the City

Objectives:

1. Maintain site and building design guidelines for all new development, which reinforces traditional neighborhood design and new urbanism principles.

Policies:

1. Sites, buildings and facilities shall be designed in accordance with the policies outlined below:
 - a. **Building Location in the Extraterritorial Area:** Lots and buildings shall be arranged for potential re-subdivision into City-sized lots to facilitate higher density development once the property has been annexed, including reduced setbacks to allow an efficient and economical connection to City water and sanitary sewer systems at the time of annexation.
 - b. **Environmentally Sensitive Areas:** Avoid fragmentation and isolation of remaining natural areas and corridors. Lots and buildings shall be configured to retain large tracts of undeveloped land. Developers shall strive to connect undeveloped lands with existing undeveloped areas to maintain environmental corridors. Building development shall be severely limited in areas designated as shorelands, wetlands, floodplains, and areas within steep slopes. To the extent possible, developers shall preserve existing woodlands and mature trees during and after development. The City encourages the use of conservation subdivisions, rather than the conventional lot-by-lot division of land in areas containing environmentally sensitive resources (see Figure 2.1 & 2.2).

Figure 2.1: Conventional vs. Conservation Subdivision Design



Figure 2.2: Conservation Subdivision Design Principles

Create pedestrian trails through common open space areas

Design streets and lot layouts to blend with natural and land contours

Arrange lots so that houses are not placed on exposed hilltops or ridgelines

Provide vegetative buffers between building sites, wetlands and streams beyond the minimum setback standards

Preserve mature trees, stone rows and tree lines

Encourage stormwater management treatment systems that focus on Best Management Practices (BMPs)

Restore the quality and continuity of degraded environmental areas within the subdivision, such as streams and wetlands

Hiding development from main roads to the extent possible through natural topography (tree lines, wooded edges, etc.), landscaped buffers, and setbacks

- c. **Single-Family Areas:** The City encourages well-designed neighborhoods that reflect traditional neighborhood design principles, including the elements listed below and illustrated in Figure 2.3.

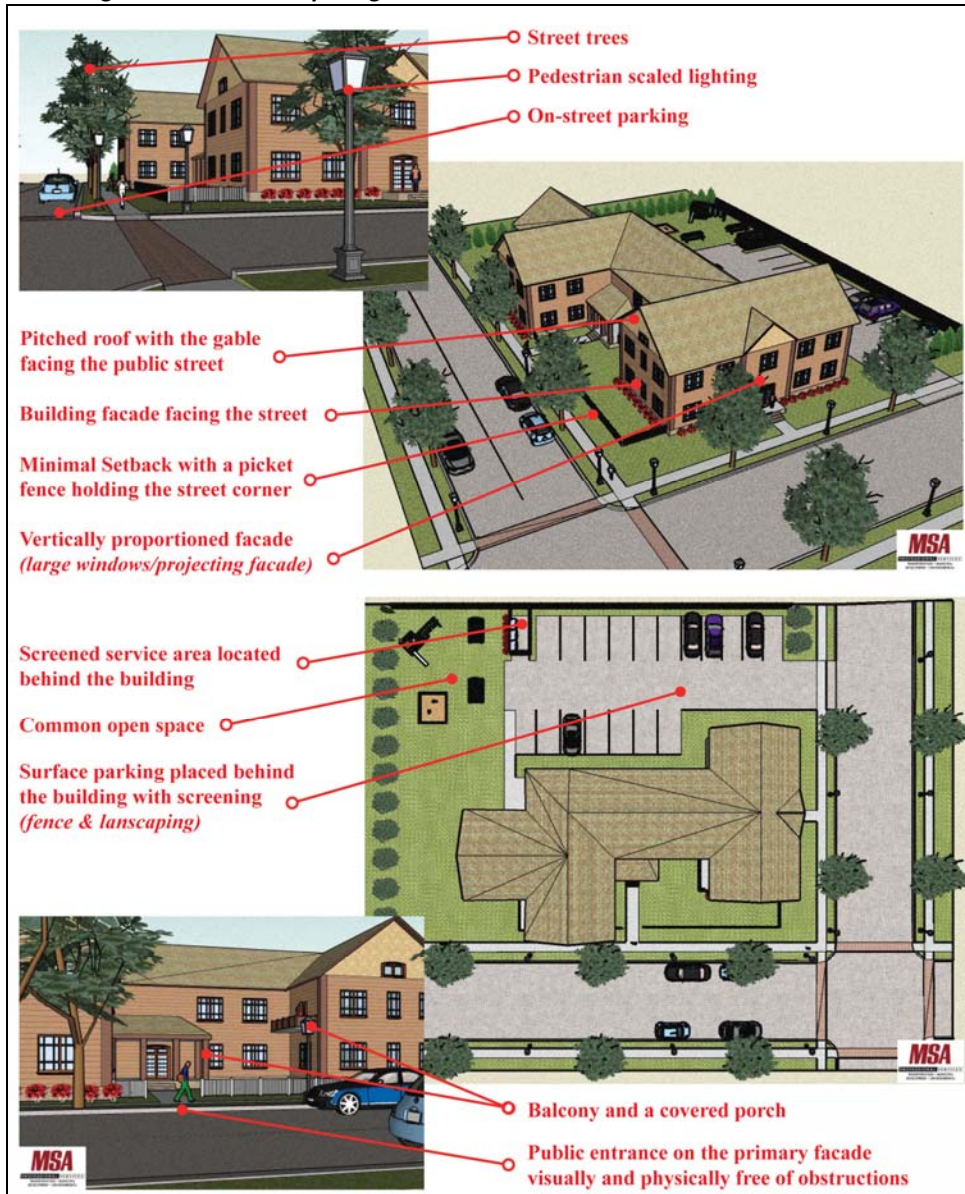
Figure 2.3: Single-Family Design Guidelines



- **Relationship to the Street:** Design the building such that the primary building façade is orientated towards the street. Place the building within close proximity to the sidewalk (usually within twenty feet of the public right-of-way, or as close as applicable zoning allows), or incorporate a garden wall and/or a fence line (picket, wrought iron, etc.) that can maintain the existing street wall. A gable facing the street is strongly encouraged.

- **Building Materials:** Use high-quality, long-lasting building materials such as kiln-fired brick, wood, and fiber cement siding. All exposed sides of the building should have similar materials as used on the front façade.
 - **Building Projections:** Provide balconies, covered porches, and bay windows, especially on facades facing public streets.
 - **Garages:** Place the garage at least 6 feet behind the primary façade and front door of the home or in the rear yard to avoid a “garage-scape” street appearance.
 - **Landscaping:** Provide generous landscaping, with an emphasis on native plant species, especially along street frontages.
 - **Lighting:** Lights should be full-cut-off fixtures that are directed to the ground to minimize glare and light pollution.
 - **Neighborhood Diversity:** Vary the lot sizes, building heights, building colors, and housing floor plans within any given street block.
- d. **Multi-Family Areas:** The City encourages high-quality multi-family housing designed to blend in with traditional neighborhoods. The general guidelines listed below and Figure 2.4 will provide assistance in guiding future multi-family development:
- **Relationship to the Street:** Design the building such that the primary building façade is orientated towards the street. Provide a public entrance on the primary building façade that is visually and functionally free of obstruction. Place the building within close proximity to the sidewalk (usually within twenty feet of the street’s right-of-way), or incorporate a garden wall and/or a fence line (picket, wrought iron, etc.) that can maintain the existing street wall.
 - **Architectural Character:** Design the building using architectural elements that provides visual interest and human scale that relates to the surrounding neighborhood context and the City’s overall character. This can be accomplished by using the following techniques: expression of structural bays, variation in materials, variation in building plane, articulation of the roofline or cornice, use of vertically-proportioned windows, pitched roof with the gable(s) facing the street, etc.
 - **Building Materials:** Use high-quality, long-lasting finish materials such as kiln-fired brick, wood, and fiber cement siding. All exposed sides of the building should have similar or complementary materials as used on the front façade.
 - **Building Projections:** Provide balconies, covered porches, and bay windows, especially on facades facing public streets.

Figure 2.4: Multi-Family Design Guidelines



- **Parking and Buffering:** Fit the parking below the building or place surface parking behind the building. Provide landscaping of sufficient size to screen out unsightly parking areas from the street and neighboring properties. Insert landscape islands in parking lots with more than eighteen consecutive stalls.
- **Service Areas:** Trash containers, recycling containers, street-level mechanical, and rooftop mechanical should be located or screened so that they are not visible from a public street. Screening should be compatible with building architecture and other site features.
- **Common Open Space:** Provide gardens, grass areas, and play areas to serve the needs of the residents. The use of contiguous back yards to create a larger network of open space is encouraged.

- **Landscaping:** Provide generous landscaping, with an emphasis on native plant species, especially along street frontages.
 - **Lighting:** Lights should be full-cut-off fixtures that are directed to the ground to minimize glare and light pollution.
- e. **Commercial and Industrial Areas:** Commercial and industrial uses provide the City with economic stability and provides goods, services, and jobs for its residents. However, the buildings designed for these uses are often not adaptable for another use after the initial user leaves. To ensure high-quality and long-lasting projects the following guidelines and illustrations (Figures 2.5-2.7) will provide assistance in guiding future business development:

Figure 2.5: Business Design Guidelines



- **Relationship to the Street:** Design the building such that the primary building façade is orientated towards the street. Provide a public entrance on the primary façade that is visually and functionally free of obstruction.
- **Architectural Character:** Design the building using architectural elements that provides visual interest and human scale that relates to the surrounding neighborhood context and the City’s overall character. This can be accomplished by using, but is not limited to, the following techniques: expression of structural bays, variation in materials, variation in building plane, articulation of the roofline or cornice, use of vertically-proportioned windows, pitched roof with the gable(s) facing the street, etc.
- **Building Materials:** Use high-quality, long-lasting finish materials such as kiln-fired brick, stucco, and wood. All exposed sides of the building should have similar or complementary materials as used on the front façade.
- **Building Projections:** Canopies, awnings, and/or gable-roof projections should be provided along facades that give access to the building.

Figure 2.6: Desired Sign Types

- **Signage:** Use pedestrian-scaled sign types: building-mounted, window, projecting, monument, and awning. Signs should not be excessive in height or square footage.
- **Parking:** Fit the parking below the building or place it on the side/back of the building, wherever feasible. Provide shared parking and access between properties to minimize the number of curb cuts. Provide vegetative buffers between pedestrian circulation routes and vehicular parking/circulation. Access drive lanes should have adequate throat depths to allow for proper vehicle stacking.
- **Landscaping & Lighting:** Provide generous landscaping, with an emphasis on native plant species. Landscaping should be placed along street frontages, between incompatible land uses, along parking areas, and in islands of larger parking lots. Lights should be full-cut-off fixtures that are directed towards the ground to minimize glare and light pollution.

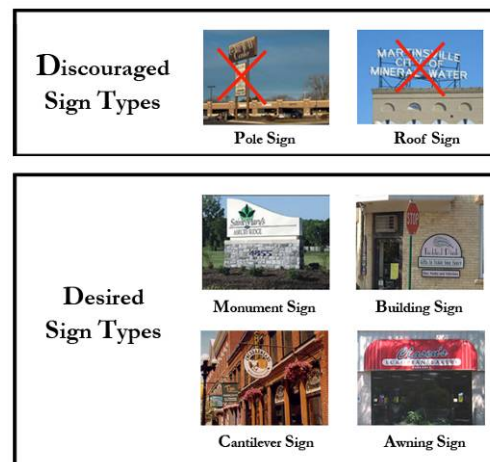
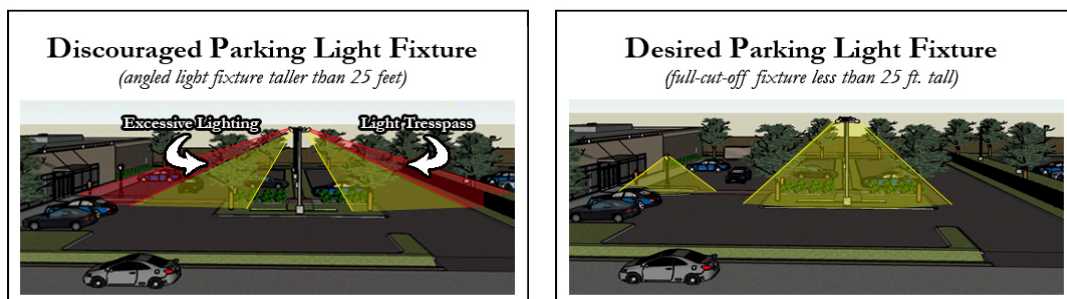


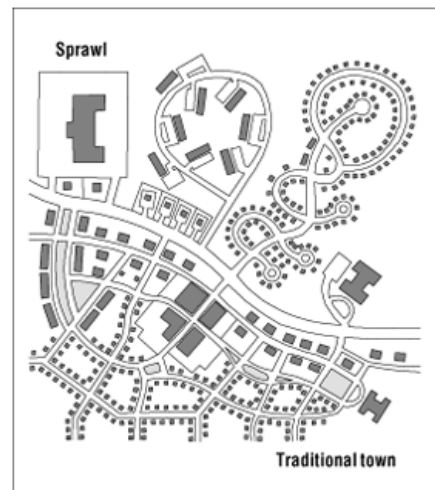
Figure 2.7: Desired Outdoor Lighting



- **Stormwater:** Use rain gardens and bio-retention basins on-site (i.e. in parking islands) in order to filter pollutants and infiltrate runoff, wherever feasible.
 - **Service Areas:** Trash and recycling containers/dumpsters, street-level mechanical, rooftop mechanical, outdoor storage, and loading docks should be located or screened so that they are not visible from a public street. Screening should be compatible with building architecture and other site features.
- f. **Transportation Facilities:** Transportation facilities for new developments shall be constructed according to their functional classification and local ordinances. Direct access to arterial and collector streets will be discouraged. Most lots shall take access from local streets to minimize the impacts to existing transportation facilities and new facilities shall address future connectivity to surrounding properties.

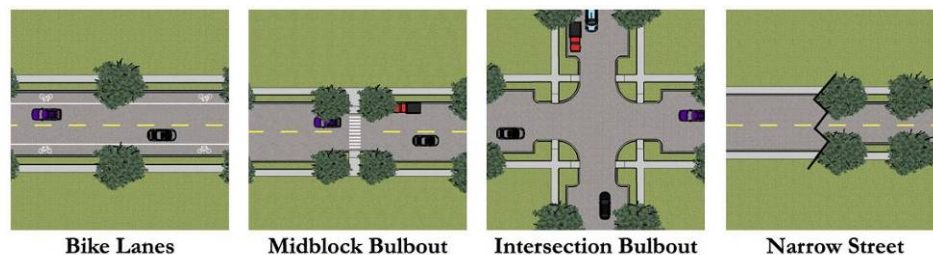
Figure 2.8: Traditional v. Cul-de-Sac Street Design

- **Street Design:** Streets should be designed to the minimum width that will reasonably satisfy safety and maintenance needs. Local streets should not be as wide as collector streets, or “micro-freeways,” which encourages higher travel speeds. Streets should be laid out in a manner that takes advantage of the natural topography and aligns with existing facilities. The use of traditional or modified grid-like street patterns, as opposed to multiple cul-de-sacs and dead end roads, is strongly encouraged.



- **Traffic-Calming Devices:** Traffic-calming devices and designs are encouraged. Specific measures may include: curb extensions/intersection bump outs, roundabouts, teardrop islands, speed bumps and speed tables, median & refuge islands, or turning circles.
- **Pedestrian and Bicycle Improvements:** are strongly encouraged, especially in areas near existing facilities. Specific measures include sidewalks, on-street bike lanes, bicycle route markers, off-street trails, and mid-block footpaths. Some local streets may be safe for walking and biking without the need for sidewalks; however, collector or arterial streets should feature sidewalks for walking and off-street bike paths or marked bike lanes for biking. Bicycle and pedestrian ways shall be designed to connect to adjacent developments, schools, parks, shopping areas, and existing or planned pedestrian or bicycle facilities.

Figure 2.9: Alternative Transportation Designs



3 FUTURE LAND USE

3.1 FUTURE LAND USE SUMMARY

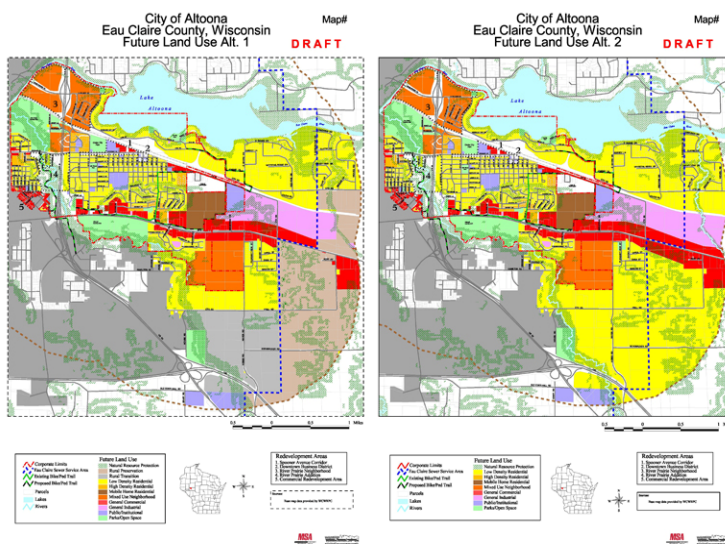
The following chapter summarizes the future land use plan for the City of Altoona and contains information required under SS66.1001. The information is intended to provide a written explanation of the City of Altoona Future Land Use Map (See Appendix C), which depicts the desired pattern of land use and establishes the City’s vision and intent for the future through their descriptions and related objectives and policies (Chapter 2). The Future Land Use Plan identifies areas of similar character, use, and density. These land use areas are not zoning districts, as they do not legally set performance criteria for land uses (i.e. setbacks, height restrictions, etc.); however, zoning petitions shall be consistent with the policies within each land use classification.

The Future Land Use Map has been designed to accommodate a larger population than what is projected by WIDOA forecasts (Refer to Section 5.8.3.2). The City does not assume that all growth areas depicted on the Future Land Use Map will develop during the next 20 years. Instead, the Future Land Use Map depicts those areas that are the most logical development areas based on the goals and policies of this plan, overall development trends, environmental constraints, proximity to existing development, and the ability to provide services. The City does not support the rezoning or development of all the lands identified on the maps immediately following adoption of this Plan. Other factors will have to be considered, such as the quality of the proposed development, its potential effect on adjacent properties, the ability to provide services to the site, and the phasing of development.

3.1.1 Preliminary Future Land Use Alternatives

Upon completion of the existing conditions analysis, community survey, planning policies, and a working session with the Plan Committee, the consultant prepared two future land use alternatives for review by the Plan Committee and the public. The alternatives identified different development options to be carefully considered and discussed. Based on feedback from the public and the Plan Commission, aspects of each were combined into the recommendations contained in the final Future Land Use Map and described in Section 3.1.2.

Figure 3.1: Preliminary Future Land Use Alternatives 1 & 2



Similarities:

Both Alternatives 1 & 2 focused new commercial and industrial growth toward the eastern portion of the City. This development pattern will keep new business growth closer to USH 12 and railroad corridor. Existing commercial and industrial sites are mainly kept unchanged. Mixed-use developments are encouraged within the Downtown, and new residential development is encouraged adjacent to existing developments. An on/off road pedestrian and bicycle trail will loop

through the City connecting various destination points. Environmentally sensitive areas (wetlands, floodplains, steep slopes > 20%) are protected from development. Several areas within the City are identified as Redevelopment Areas, signifying areas where more specific planning should be undertaken.

Differences:

Alternative 1 identified most of the land outside of the current Urban Service Boundary as Rural Preservation or Rural Transitional. These areas would be planned for agriculture and low-density rural housing until the Urban Service Boundary is amended. Where as under Alternative 2, these areas are identified for single-family residential development.

3.1.2 Future Land Use Plan

After consideration of the two alternatives, the City of Altoona Plan Commission chose to develop a future land use plan combining aspects of Alternative 1 & 2 with additional policy modifications. The following provides a detailed description of each future land use classification and their related polices as they appear on the adopted Future Land Use Map. In addition, the policies described in Chapter 2 of this Plan are applicable within each future land use classification.

Natural Resource Protection (NRP) – The NRP overlay classification identifies sensitive lands that may be subject to development restrictions enforced by State or Federal agencies. Mapped NRP areas include all land that meets one or more of the following conditions:

- ❖ Water bodies and wetlands mapped as part of the WIDNR Wetland Inventory⁶, or
- ❖ 100-Year Floodplains based on FEMA maps⁷, or
- ❖ Areas within steep slopes⁸ greater than 20%, or
- ❖ Areas within the City’s Shoreland-Wetland Zoning District (1,000 feet of the ordinary high water mark of navigable lakes, ponds or flowages; or within 300 feet of the ordinary high water mark of navigable⁹ rivers or streams, or to the landward side of the floodplain, whichever distance is greater).

The primary intent of these areas is to retain sensitive natural areas in either public or private ownership for the benefit of maintaining fish and wildlife habitat; to prevent and control water pollution; to prevent erosion and sedimentation; to prevent property damage caused by flooding; to preserve areas of natural beauty; and to provide areas for outdoor recreation. A majority of the NRP is undeveloped, although some scattered development occurs within the boundaries of the identified areas. The NRP represents areas that are vital to the region’s ecosystem and are key ingredients of the image of the City of Altoona, and thus development in areas designated NRP shall be severely limited.

The following policies shall apply in areas designated as NRP:

1. This classification is intended to function as an overlay district, that is the underlying future land use classification (Rural Preservation, Residential, etc.) remains in place, but the overlay classification adds an additional set of standards that also must be complied with. Land within an NRP area shall count towards calculating the number of dwelling units allowed on the overall parcel, per the underlying future land use classification.

⁶ The WIDNR Wetland Inventory for Eau Claire County was derived from 1996 aerial photography and only includes wetlands that are larger than five (5) acres. Wetlands smaller than five (5) acres may exist within the planning area and shall be included under the Natural Resource Protection classification.

⁷ At the time this Plan was developed, Eau Claire County was in the process of modernizing its FEMA floodplain maps. Future updates to this Plan should incorporate this new data on Maps 5, 8, and 9

⁸ Source: Data for Map 8 & 9 was derived using the USDA Soil Survey for Eau Claire County

⁹ Determination of navigability shall be made in accordance to the standards set forth in the City of Altoona Zoning Code.

2. Landowners are advised that land within NRP areas may be restricted from building development, site grading, or vegetation clearing under the Altoona Floodplain, Shoreland, & Wetland Zoning Ordinance, or the City's Subdivision Ordinance.
3. Recreational development, and activities that are compatible with natural resource protection or enhancement, are encouraged.

Low Density Residential (LDR) – This land use category includes most of the existing residential development within the City. These areas are intended to be primarily single family residential with the potential for some duplex or small multi-family developments. The following policies shall apply in areas designated as LDR:

1. Within the LDR classification, limit new development to a maximum gross density of five (5) residential dwelling units per acre.
2. Cluster development and conservation subdivisions are highly encouraged near areas with environmentally sensitive land.

High Density Residential (HDR) – This land use category includes most of the existing multi-family apartment complexes. These areas are intended to be primarily duplex or multi-family residential developments. The following policies shall apply in areas designated as HDR:

1. Within the HDR classification, the gross density for new residential develops shall be a minimum of five (5) dwelling units per acre.
2. Cluster development and conservation subdivisions are highly encouraged near areas with environmentally sensitive land.

Mixed Use Neighborhood (MUN) – This land use category includes most of the River Prairie Neighborhood and the area south of where Bartlett Ave. and Nine Mile Creek Rd. converge. These areas are intended to include a mix of residential and business uses. The following policies shall apply in areas designated as MUN:

1. Development within the River Prairie Neighborhood should generally conform to the guidelines adopted by the City as part of the River Prairie Framework Development Plan (adopted January 2005) and the associated River Prairie Mixed Use Zoning District (Chapter 19.46).
2. In areas outside of the River Prairie Neighborhood, the gross density of new residential development shall be a minimum of five (5) dwelling units per acre.
 - a. A limited amount of mixed use or neighborhood business development maybe appropriate near arterial or collector streets; however, intensive business or industrial developments shall be avoided.
 - b. New developments should incorporate a significant amount of landscaping improvements to buffer existing or planned residential areas from industrial and commercial uses.

- c. New growth areas should reserve land for public and institutional uses needed to serve the neighborhood or community as a whole.
- d. Opportunities for residents to gather through the development of public open spaces or parks. Any planned trails should connect to the proposed on/off road trail shown on the Future Land Use Map.
- e. Continuous sidewalks, or equivalent provisions, along both sides of collector & arterial streets. Local roads shall be served with sidewalks along both sides of the street, provided however, this requirement may be waived at the sole discretion of the Plan Commission.
- f. Grid or modified street design, rather than cul-de-sac design, to improve connectivity within the neighborhood and to and from surrounding neighborhoods.

Planned Neighborhoods (PN) – The Future Land Use Map includes three areas designated as “planned neighborhoods.” Planned Neighborhoods should feature a variety of lot sizes and housing styles, and avoid uncoordinated and monotonous “cookie cutter” subdivisions. These areas should include a carefully planned mixture of predominately single-family residential development combined with two-family and multi-family developments. This allows higher density development to be dispersed throughout the community instead of being concentrated in any one area. A small amount of neighborhood business uses are expected. Planned Neighborhoods should include opportunities for residents to gather through the development of public open spaces, parks, or institutional uses. The following policies shall apply in areas designated as PN:

- 1. Development within this area shall be in accordance with the policies of the Rural Preservation classification until other existing platted subdivisions are built out, a specific neighborhood plan is created, and the City determines the provision of public facilities and services will not place an unreasonable burden on the ability of the City to provide and fund those facilities and services.
- 2. Any neighborhood plan or planned unit development shall be created using the following guidelines created for this area:
 - a. Approximately 75% of the developed portion of the neighborhood should be low density single-family residential (≤ 5 units/ac). The remaining portion should feature a mix of medium density two-family or small multifamily developments (5-10 units/ac). Planned Neighborhoods should feature a variety of lot sizes and housing styles, consistent with “traditional neighborhood design principles.”
 - b. A limited amount of mixed use or neighborhood business development maybe appropriate near collector streets; however, intensive business or industrial developments shall be avoided.
 - c. New growth areas should reserve land for public and institutional uses needed to serve the neighborhood or community as a whole.
 - d. Opportunities for residents to gather through the development of public open spaces or parks. Any planned trails should connect to the proposed on/off road trail shown on the Future Land Use Map.

- e. Continuous sidewalks, or equivalent provisions, along both sides of collector & arterial streets. Local roads shall be served with sidewalks along both sides of the street, provided however, this requirement may be waived at the sole discretion of the Plan Commission.
- f. Grid or modified street design, rather than cul-de-sac design, to improve connectivity within the neighborhood and to and from surrounding neighborhoods. Cul-de-sac design is appropriate within conservation subdivisions or near environmentally sensitive land.

Downtown Mixed Use (DM) – Includes those lands within the historic downtown. These areas are intended for pedestrian-oriented commercial, office, entertainment, institutional, and residential uses in a “traditional downtown setting” with on-street parking and minimal building setbacks. The following policies shall apply in areas designated as DM:

1. Within the DM classification, the gross density for new residential developments shall be a minimum of five (5) dwelling units per acre.
2. Ground floor residential development along Spooner Avenue should be discouraged.
3. The City does not intend to require an amendment to the Future Land Use Map if and when it determines that land with the DM classification is appropriate for new or redeveloped residential, business, or institutional uses. However, following such a determination, the rezoning of said land shall be required to accommodate the proposed development.

General Commercial (GC) – The primary intent of this classification is to identify areas suitable for planned commercial & office development. There are some existing scattered commercial developments throughout the City and these areas are expected to stay in commercial use. Additional commercial land has been outlined along USH 12. The following policies shall apply in areas designated as GC:

1. The intensity and types of commercial development within these areas shall be regulated through the City’s zoning code (see Chapter 19, C Commercial, C-1 Office Commercial, or BP Business Park District).
2. New developments should be designed and sited to avoid a long linear “strip” appearance, with a focus on attractive building and landscaping as outlined in Section 2.8 of this Plan.
 - a. Per the conditional use requirements of the Altoona Zoning Code, some mixed-use residential development may be approved within areas designated as General Commercial. Mixed-use developments incorporating a residential component shall adhere to a minimum gross density of 5 dwelling units per acre. Appropriate developments will also feature a significant amount of landscaping improvements to buffer existing for planned residential areas from incompatible uses.
3. Industrial developments shall be avoided in planned commercial areas unless approved under a conditional use within a commercial zoning district.

General Industrial (GI) – The primary intent of this classification is to identify areas suitable for planned indoor manufacturing, warehousing, distribution, office and outdoor storage usage. There are three main areas planned for industrial growth. The first is the area within the existing industrial park north of Lincoln road. Alternative 1 will add additional industrial growth south of USH 12, while

Alternative 2 will add industrial development between USH 12 and Lincoln Ave. The following policies shall apply in areas designated as GI:

1. The intensity and types of industrial development within these areas shall be regulated through the City's zoning code (see Chapter 19, Industrial District).
2. Commercial developments shall be avoided in planned industrial areas unless approved under a conditional use within the industrial zoning district.

Public & Institutional (PI) – The primary intent of this classification is to identify areas suitable for public or institutional development. There are some existing scattered public & institutional developments throughout the City and these areas are expected to remain unchanged. Additional public & institutional uses have not been identified in this plan. The following policies shall apply in areas designated as PI:

1. Applications for the development of public & institutional uses shall be regulated under the Public and Conservancy District of the Altoona Zoning Code (Chapter 19.48).
2. The City does not intend to require an amendment to the Future Land Use Map if and when a proposed public or institutional use is approved.

Park & Recreational (PR) – The primary intent of this classification is to identify areas suitable for public park and recreational uses. There are some existing scattered park & recreational land throughout the City and these areas are expected to remain unchanged. Additional park & recreational uses have not been identified in this plan. The following policies shall apply in areas designated as PR:

1. Applications for the development of park & recreational uses shall be regulated under the Public and Conservancy District of the Altoona Zoning Code (Chapter 19.48).
2. The City does not intend to require an amendment to the Future Land Use Map if and when a publicly owned park or recreational use is proposed; however, privately owned recreational uses shall require an amendment to the Future Land Use Map.

Recreational Commercial (RCM) – The primary intent of this classification is to identify areas which provide private recreational activities through a commercial business or fraternal organization. As mapped, this designation may include hunting, fishing, and sports clubs, campgrounds, golf courses, and other recreational facilities. No additional recreational commercial land has been identified in this Plan. The following policies shall apply in areas designated as RCM:

1. Hunting, shooting, or archery uses shall be prohibited from locating within residential areas outlined within the Plan.
2. The City shall require an amendment to the Future Land Use Map if and when a recreational commercial use is proposed.
3. Applications for the development of recreational commercial uses shall be approved as conditional uses under the regulations of the Altoona Zoning Code.

Redevelopment Areas (RDA) – This is an overlay district intended to identify areas where the City intends to create additional detailed planning studies or areas where infill projects should be concentrated. The following policies shall apply in areas designated as RDA:

1. Development within this area shall be in accordance with the underlying future land use classification until a more detailed redevelopment plan is created.
2. Any redevelopment or neighborhood plan created for these areas shall be incorporated and adopted as an amendment to this Plan.

Land Use Recommendations for the Peripheral Planning Area

Cities, such as Altoona, typically grow in population and land area; therefore, it is necessary to plan for the projected future growth of the community. A primary element of long-range municipal planning is the City of Altoona Peripheral Area Land Use Plan. Wisconsin statutes allow Altoona to plan for development within its extraterritorial area (the area within 1.5 miles of the City corporate limits). This Plan recommends that the City continue to work with the Town of Washington and Eau Claire County to form agreements to promote coordinated regional growth. The Town of Washington Comprehensive Plan generally identifies all undeveloped land within the City's urban sewer service area as Rural Transition, and all undeveloped areas beyond the urban sewer service area as Rural Preservation. While the policies of the Town's plan do not specifically regulate density, it does require a minimum lot size of five (5) acres while providing additional policies to limit the development of productive agricultural land and the transition of undeveloped land. (Refer to Chapter 4, Implementation for an analysis of inconsistencies between the Town of Washington and City of Altoona comprehensive plans)

In order to provide for an efficient method of growth and expansion and to provide an environmentally and economically sustainable development pattern the following policies shall apply to all areas within 1.5 miles of the City's corporate limits:

1. The gross density of new development shall be one (1) dwelling unit (or business) per 10 acres of land under single ownership.
2. The City may require placement of covenants or deed restrictions or require the dedication of easements or rights-of-way that are deemed necessary and appropriate to protect environmental quality, public health, safety and welfare, or otherwise implement the City's Official Map and this Comprehensive Plan.
3. Special exceptions to these requirements may be allowed upon review of the Plan Commission and approval of the Common Council subject to an agreement between the City, landowner (or their agent) and the Town of Washington.

While the majority of the peripheral planning area is identified for *short-term* development (within the next 20 years), several areas are unlikely to be annexed to the City within the horizon of this Plan. These areas have been identified as *long-term* planning areas and shall adhere to the following policies:

Rural Transition (RT) – Includes all land within the sewer service area not already identified for short-term development. The primary intent of this classification is to identify certain lands in proximity to developed areas, to be preserved in mainly agricultural and open space uses until such

time as more intensive development may be appropriate. As mapped, this designation includes farmland, scattered open lands, woodlots, agricultural-related uses, and limited single-family residential development. The following policies shall apply in areas designated as RT:

1. Within the RT classification, new development shall be limited in accordance with all policies applicable to the Rural Preservation classification, until such time when the City identifies that particular mapped area as appropriate for more intensive development.
2. If and when development is warranted, areas within the RT classification shall require an amendment to the Future Land Use Map to one or more of the development classifications listed herein.

Rural Preservation (RP) – Includes all land outside of the sewer service area not already identified for short-term development. The primary intent of these areas is to preserve productive agricultural lands in the long-term, protect existing farm & forestry operations from encroachment by incompatible uses, promote further investments in farming, maintain farmer eligibility for incentive programs, and to preserve wildlife habitat. As mapped, this designation includes farmland, scattered open lands, woodlots, agricultural-related uses, and limited single-family residential development. The RP represents areas that are vital to the regions agricultural & forestry economy and are key ingredients of the rural character and image of the greater City of Altoona area. The following policies are recommended for the areas designated as RP:

1. Land within the RP classification may represent long-term areas for City expansion, and therefore, this Plan strongly recommends against scattered rural development patterns that would prevent the City from providing orderly, cost-effective growth in the long-term. Development requiring public utility extensions should not be allowed until such a time that a petition for annexation of the property occurs.
2. Some limited low-density development is anticipated in the RP areas in accordance with the City's policy of one (1) unit per 10 acres of land.
3. Non-farm development shall be located on the least productive portion of the original parcel. Cluster development and conservation subdivisions are highly encouraged for all non-farm residential development. Where appropriate, developments should be arranged for potential re-subdivision into City-sized lots with municipal sewer.

3.1.3 Amending the Future Land Use Map

The City of Altoona recognizes that from time to time changes to the future land use map may be necessary to account for changes in the current planning environment that were not anticipated when the map was originally created. A property owner may petition¹⁰ for a change to the Future Land Use Map¹¹. The City will consider petitions based on, but not limited to, the following criteria:

1. Agricultural Criteria: The land does not have a history of productive farming activities or is not viable for long-term agricultural use. The land is too small to be economically used for

¹⁰ Petitions to change future land use classifications may only be submitted by landowners (or their agents) within the City, by City or County Officials, or by officials from adjacent municipalities.

¹¹ Changes in the Future Land Use Map, and associated policies, shall require a recommendation from the Plan Commission, a public hearing, and City Council approval. Refer to Chapter 4 Implementation.

- agricultural purposes, or is inaccessible to the machinery needed to produce and harvest products.
2. Compatibility Criteria: The proposed development will not have a substantial adverse effect upon adjacent property or the character of the area, with a particular emphasis on existing agricultural operations. A petitioner may indicate approaches that will minimize incompatibilities between uses.
 3. Natural Resources Criteria: The land does not include important natural features such as wetlands, floodplains, steep slopes, or significant woodlands, which will be adversely affected by the proposed development. The proposed building envelope is not located within the setback of Shoreland & Floodplain zones (raised above regional flood line). The proposed development will not result in undue water, air, light, or noise pollution. Petitioner may indicate approaches that will preserve or enhance the most important and sensitive natural features of the proposed site.
 4. Emergency Vehicle Access Criteria: The lay of the land will allow for construction of appropriate roads and/or driveways that are suitable for travel or access by emergency vehicles.
 5. Transportation Criteria: Proposed new roads will enhance connectivity to existing facilities. Existing transportation facilities can adequately support the proposed development, including both capacity and design. The City may require that the property owner, or their agent, fund the preparation of a traffic impact analysis by an independent professional. Petitioners may also demonstrate how they will assist the City with any shortcomings in transportation facilities.
 6. Ability to Provide Services Criteria: Provision of public facilities and services will not place an unreasonable burden on the ability of the City to provide and fund those facilities and services. Petitioners may demonstrate to the City that the current level of services in the City, including but not limited to school capacity, transportation system capacity, emergency services capacity (police, fire, EMS), parks and recreation, library services, and potentially water and/or sewer services, are adequate to serve the proposed use. Petitioners may also demonstrate how they will assist the City with any shortcomings in public services or facilities.
 7. Intergovernmental Cooperation Criteria: Petitioners may demonstrate that a change in the Future Land Use Map is consistent with either the Eau Claire County or Town of Washington Comprehensive Plan. *(This criterion shall only apply to areas outside of the City's Urban Service Area.)*
 8. Public Need Criteria: There is a clear public need for the proposed change or an unanticipated circumstances has resulted in a need for the change. The proposed development is likely to have a positive fiscal impact on the City. The City may require that the property owner, or their agent, fund the preparation of a fiscal impact analysis by an independent professional.
 9. Adherence to Other Portions of this Plan: The proposed development is consistent with the general vision for the City, and the other goals, objectives, and policies of this Plan.

3.1.4 Definitions

The following definitions guide the interpretation of key terms within the future land use policies. Refer to the *Altoona Zoning Code* for additional rules and definitions not specifically addressed herein.

Data Sources: The landowner's name and land ownership configuration should be determined using the most recent available tax records and recorded deeds on file with the Eau Claire County Register.

Gross Density: This calculation shall be the total number of residential units proposed for the gross acreage of the parcel or parcels in question and presented as "X" units per acre. Gross acreage includes all contiguous parcels held under single ownership. Final calculations of density and permitted units per acre shall be rounded to the nearest whole number.

Dwelling Unit: A residential structure or portion thereof, containing a separate and complete living area, for one-family, not including boarding houses, camping trailers, hotels, motor homes, or motels.

Rounding: Rounding shall be allowed when calculating the number of units per acre permitted. The maximum number of dwelling units allowed shall be determined by dividing the total acreage of contiguous land under single ownership by the permitted density identified by this comprehensive plan. If the resulting quotient is a whole number, the owner may create that number of new dwelling units. If the quotient is a whole number plus a fraction, the owner may create that number of units equal to the whole number plus an additional unit if the remainder equals or exceeds one-half (50%). If the resultant quotient is less than a whole number the owner shall not create any additional units unless there are no existing units on the parcel, in which case the owner may create one unit if they meet the minimum lot size requirements of the Altoona Zoning Code.

Contiguous Parcels: The term "contiguous" is defined to mean "parcels of land that share a common boundary, including a connection at only one point, under single ownership (i.e. a public road, navigable waterway or railroad shall not be considered a break up of contiguity)."

Single Ownership: The term "single ownership" may include any land singly owned by one individual, jointly owned by a married couple including that individual, family-owned including that individual, or owned by a partnership or corporation in which the individual is a member."

Minimum Lot Size: Unless specifically determined within this Plan, the minimum lot size for parcels shall follow the requirements of the *Altoona Zoning Code*. The minimum lot size shall exclude road right-of-ways, navigable bodies of water, and ingress and egress easements.

4 IMPLEMENTATION

4.1 IMPLEMENTATION SUMMARY

The implementation chapter describes the implementation tools available to the community, including an assessment of current use and future intention to make use of those tools. This chapter also addresses the issue of consistency, including how this plan is consistent with existing policies that affect the City and how local decisions must be consistent with this plan. In addition, this chapter describes the process for reviewing implementation progress and amending the plan in future years. Finally, this chapter provides a compilation of the local actions necessary to achieve the goals and objectives of this comprehensive plan. Each action is accompanied by a suggested timeline for completion, and a consolidated list of actions appears at the end of this section.

4.2.1 Zoning Ordinance

Zoning is used to regulate the use of land and the design and placement of structures. A zoning ordinance establishes how lots may be developed, including setbacks and separation for structures, the height and bulk of those structures, and density. The general purpose for zoning is to avoid undesirable side effects of development by segregating incompatible uses and by setting standards for individual uses. It is also one of the important legal tools that a community can use to control development and growth.

- ❖ Zoning is controlled through the City of Altoona Zoning Code. The City intends to use this plan along with the City's Zoning Ordinance to guide future development.

4.2.2 Official Maps

An official map shows areas identified as necessary for future public streets, recreation areas, and other public grounds. By showing the area on the Official Map, the municipality puts the property owner on notice that the property has been reserved for future dedication for a public facility or purpose. The municipality may refuse to issue a permit for any building or development on the designated parcel; however, the municipality has one year to purchase the property upon notice by the owner of the intended development.

- ❖ The City will continue to utilize its official mapping authority.

4.2.3 Sign Regulations

Local governments may adopt regulations, such as sign ordinances, to limit the height and other dimensional characteristics of advertising and identification signs. The purpose of these regulations is to promote the well-being of the community by ensuring that signs do not compromise the rights of City residents to a safe, healthful and attractive environment.

- ❖ Sign requirements are regulated under the City's Zoning Code. This Plan includes several policies relating to sign development (Section 2.8) and the City of Altoona should work to make sure they are incorporated into the zoning code.

4.2.4 Erosion/Stormwater Control Ordinances

The purpose of stormwater or erosion control ordinances is to establish rules that will prevent or reduce water pollution caused by the development or redevelopment of land. Local stormwater

ordinances may be adopted to supplement existing Eau Claire County and Wisconsin Department of Natural Resources permit requirements.

- ❖ Erosion and stormwater management is regulated through the City's zoning & subdivision ordinances, & Chapter 14 of Altoona's Municipal Code.

4.2.5 Historic Preservation Ordinances

An historic preservation ordinance is established to protect, enhance, and perpetuate buildings of special character or the special historic or aesthetic interest of districts that represent a community's cultural, social, economic, political, and architectural history. The jurisdiction's governing body may create a landmarks commission to designate historic landmarks and establish historic districts.

In accordance with Wisconsin Statutes 101.121 and 44.44, a municipality (city, village, town or county) may request the State Historical Society of Wisconsin to certify a local historic preservation ordinance in order to establish a "certified municipal register of historic property" to qualify locally designated historic buildings for the Wisconsin Historic Building Code. The purpose of the Wisconsin Historic Building Code, which has been developed by the Department of Commerce, is to facilitate the preservation or restoration of designated historic buildings through the provision of alternative building standards. Owners of qualified historic buildings are permitted to elect to be subject to the Historic Building code in lieu of any other state or municipal building codes.

- ❖ The City does not have an historic preservation ordinance and does not have plans to adopt one.

4.2.6 Site Plan Regulations

A site plan is a detailed plan of a lot indicating all proposed improvements. Some communities have regulations requiring site plans prepared by an engineer, surveyor, or architect. Site plan regulations may require specific inclusions like: General Layout, Drainage and Grading, Utilities, Erosion Control, Landscaping & Lighting, and Building Elevations.

- ❖ The City manages site plan regulations through its zoning and subdivision ordinances.

4.2.7 Design Review Ordinances

Design Review Ordinances are used to protect the character of a community by regulating aesthetic design issues. They include guidelines that can address a wide range of building and site design criteria, and they are typically implemented by a design review committee that reviews all proposed development within a designated area for consistency with the guidelines. Areas designated for application of a design review ordinance are called overlay districts, and they do not change the underlying zoning regulations.

- ❖ The City does not have a design review ordinance (except in the River Prairie Mixed Zone); however, the City has established specific site and design principals within this Plan (Refer to Section 2.8), and the City of Altoona should work to make sure they are addressed during development review.

4.2.8 Building Codes and Housing Codes

The Uniform Dwelling Code (UDC) is the statewide building code for one- and two-family dwellings built since June 1, 1980. As of January 1, 2005, there is enforcement of the UDC in all Wisconsin municipalities. Municipal or county building inspectors who must be state-certified primarily enforce the UDC. In lieu of local enforcement, municipalities have the option to have the state provide enforcement through state-certified inspection agencies for just new homes. Permit requirements for alterations and additions will vary by municipality. Regardless of permit requirements, state statutes require compliance with the UDC rules by owners and builders even if there is no enforcement.

- ❖ The City requires adherence to the Uniform Dwelling Code, including building permit & inspection requirements.

4.2.9 Mechanical Codes

In the State of Wisconsin, the 2000 International Mechanical Code (IMC) and 2000 International Energy Conservation Code (IECC) have been adopted with Wisconsin amendments for application to commercial buildings.

- ❖ The City requires adherence to all state mechanical codes.

4.2.10 Sanitary Codes

The Wisconsin Sanitary Code (WSC), which is usually enforced by a county, provides local regulation for communities that do not have municipal sanitary service. The WSC establishes rules for the proper siting, design, installation, inspection and management of private sewage systems and non-plumbing sanitation systems.

- ❖ The City requires adherence to the Wisconsin Sanitary Code & Eau Claire County Sanitary Code where developments are not served by municipal sewer.

4.2.11 Land Division & Subdivision Ordinance

Land division regulations serve an important function by ensuring the orderly growth and development of unplatted and undeveloped land. These regulations are intended to protect the community and occupants of the proposed subdivision by setting forth reasonable regulations for public utilities, storm water drainage, lot sizes, street design open space, other improvements necessary to ensure that new development will be an asset to the City. The City Council makes the final decisions on the content of the land division ordinance. These decisions are preceded by public hearings and recommendations of the plan commission.

- ❖ The division of land in the City is governed by the Wisconsin Statutes, the City's Subdivision Regulations, and within 1.5 miles of the City of Altoona, by the City's extraterritorial plat review ordinance.

4.3 PLAN ADOPTION AND AMENDMENT PROCEDURES

The procedures for comprehensive plan adoption or amendment are established by Wisconsin's Comprehensive Planning Law (66.1001, Stats.). This comprehensive plan and any future amendments must be adopted by the City Council in the form of an adoption ordinance approved by a majority vote. Two important steps must occur before the City Council may adopt or amend the

plan: the Plan Commission must recommend adoption and the City must hold an official public hearing.

Plan Commission Recommendation

The Plan Commission recommends adoption or amendment by passing a resolution that very briefly summarizes the plan and its components. The resolution should also reference the reasons for creating the plan and the public involvement process used during the planning process. The resolution must pass by a majority vote of the Commission, and the approved resolution should be included in the adopted plan document.

Public Hearing

Prior to adopting the Plan, the City (either City Council or Plan Commission) must hold at least one public hearing to discuss the proposed plan. At least 30 days prior to the hearing a Class 1 notice must be published that contains, at minimum, the following:

- ✓ The date, time and location of the hearing,
- ✓ A summary of the proposed plan or plan amendment,
- ✓ The local government staff who may be contacted for additional information,
- ✓ Where to inspect and how to obtain a copy of the proposed plan or amendment before the hearing.

The notice should also provide a method for submitting written comments, and those comments should be read or summarized at the public hearing.

Draft Distribution & Public Hearing Notifications

The City is required to provide direct notice of the public hearing to any owner, leaseholder or operator of a nonmetallic mineral deposit (i.e. a gravel pit). The City should send a copy of the public hearing notice at least 30 days prior to the hearing to any known mining operations in the City and to anyone that has submitted a written request for such notification.

The City is also required to maintain a list of any individuals who request, in writing, notification of the proposed comprehensive plan. Each such individual must be sent a notice of the public hearing and a copy of the plan at least 30 days prior to the public hearing. The City may charge a fee equal to the cost of providing such notice and copy.

Finally, the City should send the notice and a copy of the proposed plan to each of the following:

1. Every governmental body that is located in whole or in part within the boundaries of the City, including any school district, sanitary district, or other special district.
2. The clerk of every town, city, village, and county that borders the City.
3. The regional planning commission in which the City is located.
4. The public library that serves the area in which the City is located.

These draft distributions are not required by statute prior to adoption, but are strongly recommended as a matter of courtesy and good planning practice. The City should coordinate directly with the public library to make a hard copy of the proposed plan available for viewing by any interested party.

Plan Adoption/Amendment

This plan and any future amendments become official City policy when the City Council passes, by a majority vote of all elected members, an adoption ordinance. The Board may choose to revise the plan after it has been recommended by the Plan Commission and after the public hearing. It is not a legal requirement to consult with the Plan Commission on such changes prior to adoption, but, depending on the significance of the revision, such consultation may be advisable.

Adopted Plan Distribution

Following final adoption of this plan, and again following any amendments to the plan, a copy of the plan or amendment must be sent to each of the following:

1. Every governmental body that is located in whole or in part within the boundaries of the City, including any school district, sanitary district, or other special district.
2. The clerk of every town, city, village, and county that borders the City.
3. The regional planning commission in which the City is located.
4. The public library that serves the area in which the City is located.
5. The Comprehensive Planning Program at the Department of Administration.

4.4 CONSISTENCY AMONG PLAN ELEMENTS

Once formally adopted, the Plan becomes a tool for communicating the community's land use policy and for coordinating legislative decisions. Per the requirements of Wisconsin's Comprehensive Planning Law, beginning on January 1, 2010 if the City of Altoona engages in any of the actions listed below, those actions shall be consistent with its comprehensive plan:

- ✓ Official mapping established or amended under s. 62.23 (6)
- ✓ Local subdivision regulations under s. 236.45 or 236.46
- ✓ County zoning ordinances enacted or amended under s. 62.23 (7)
- ✓ Village or city zoning ordinances enacted or amended under s. 60.61, 60.62, 60.23 (7)
- ✓ Zoning of shorelands or wetlands in shorelands under s. 59.692, 61.351 or 62.231

An action shall be deemed consistent if:

1. It furthers, or at least does not interfere with, the goals, objectives, and policies of this plan,
2. It is compatible with the proposed future land uses and densities/intensities contained in this plan,
3. It carries out, as applicable, any specific proposals for community facilities, including transportation facilities, other specific public actions, or actions proposed by nonprofit and for-profit organizations that are contained in the plan.

The State of Wisconsin's Comprehensive Planning Law requires that the implementation element describe how each of the nine-elements will be integrated and made consistent with the other elements of the plan. Prior to adoption of the plan the City of Altoona reviewed, updated, and completed all elements of this plan together, and no inconsistencies were found.

Inconsistencies with the Towns of Seymour Comprehensive Plan

As part of the Eau Claire County Multi-jurisdictional Comprehensive Planning Project, the Town of Seymour and Altoona were simultaneously developing their comprehensive plans. The City of Altoona's extraterritorial planning area does not include any land within the Town of Seymour. Lake Altoona and the Eau Claire River form a natural boundary between these two communities; as such, there are no known inconsistencies between these two plans.

Inconsistencies with the Towns of Washington Comprehensive Plan

As part of the Eau Claire County Multi-jurisdictional Comprehensive Planning Project, the Town of Washington and the City of Altoona were simultaneously developing comprehensive plans. The City of Altoona's comprehensive plan identifies planned uses within the City's 1.5-mile extraterritorial planning area. The City's plan generally identifies three future land use classifications within the joint planning area. The majority of the land along USH 12 is identified for general commercial development.

The City's plan identifies all land north of the Union Pacific Railroad to the Eau Claire River for future residential development. The vast majority of this area is already subdivided for this use on rural sized lots. The City's plan recognizes that these areas may some day petition for annexation into the City; however, some of these areas may not be able to be efficiently or economically served by City sewer and water given the size and layout of existing lots. South of the USH 12 Mixed Use classification, the City's plan generally identifies areas for Planned Neighborhoods. The Planned Neighborhood classification indicates locations where housing and supportive commercial and non-residential development are expected to occur on small, urban lots. All other areas outside of these three future land use classifications are expected to remain in agricultural or open space use during the 10-20 year framework of the City's plan.

The City's comprehensive plan outlines a series of interim land use policies for areas within the extraterritorial planning area. The intent of these policies is to manage short-term development until landowners petition the City for annexation. In general, these policies consist of limiting residential development to a minimum lot size of 10 acres; however, unlike the City of Eau Claire, Altoona does not require annexation and connection to City sewer and water lines for commercial or industrial development. The plan allows for some flexibility regarding the 10-acre minimum lot size for residential development provided several site and design criteria are met, and the landowner, City, and Town agree to enter into a three party agreement stipulating the landowner will annex their party once direct connection to the corporate limits is achieved.

In general, the policies for the Town's Comprehensive Plan are consistent with the City of Altoona's with regards to the short-term use of property within the City's extraterritorial planning area. Other than existing development, the Town classifies the majority of undeveloped lands within the City's extraterritorial planning area as either Rural Transition or Rural Preservation. The policies for these land use classifications support continued low-density development, consistent with current agricultural zoning. The Rural Transition designation mirrors the 2025 Sewer Service Area, signifying the Town's understanding that landowners within this area may petition for annexation to the City of Altoona, and thus develop higher density uses within the 10-20 year framework of the Town's Plan. In addition, the policies of the Town's plan require future developments to be sited and designed for potential re-subdividing to urban densities and the eventual extension of public sewer and water. These objectives are further achieved by policies that encourage or require clustered residential development that will maintain 40-60% of the original parcel in open space until annexation occurs.

During the planning process, several joint or cluster meetings were held, which brought together the plan committees for each jurisdiction. This methodology allowed opportunities for both "formal" and "informal" interaction between the communities. It was generally agreed that the City's current extraterritorial policy, requiring a three-party agreement before approving land divisions exceeding a gross density of 1 unit per 10 acres, will provide a sufficient forum for both communities to jointly plan overlapping planning areas at the time development proposals are submitted. However, this

does not preclude additional intergovernmental planning which the two communities may engage in to find other solutions to mitigate inconsistencies in land use policies.

Inconsistencies with the City of Eau Claire Comprehensive Plan

The City of Eau Claire Comprehensive Plan, adopted in September 2005, identifies planned land uses for the area within the City's three-mile extraterritorial planning area. The two cities have a mutual agreement that establishes Otter Creek (south of the current Altoona corporate limits) and Schumacher Road as the boundary between the planning areas of both cities. The City of Eau Claire's plan classifies the area along this boundary as "Future Neighborhood." The Future Neighborhood category indicates locations where housing and supportive commercial and non-residential development are expected to occur on small, urban lots. In addition, the City of Eau Claire's plan identifies the area immediately surrounding Otter Creek as future parkland. These land uses are entirely consistent with the long-term policies of this Plan.

Similar to the City of Altoona, the City of Eau Claire maintains a series of interim land use policies for areas within their extraterritorial planning area. The intent of these policies is to manage short-term development until landowners petition the City for annexation. In general, these policies consist of limiting residential development to a minimum lot size of 10 acres; however, unlike the City of Altoona, the City of Eau Claire requires annexation and connection to City sewer and water lines for commercial or industrial development.

Inconsistencies with the Eau Claire County Comprehensive Plan

Eau Claire County does not regulate land use within the City of Altoona; however, it does maintain regulations within the City's extraterritorial planning area, in conjunction with the Towns of Seymour and Washington. As part of the Eau Claire County Multi-jurisdictional Comprehensive Planning Project, the City of Altoona and Eau Claire County were simultaneously developing comprehensive plans. The initial recommendations developed by the Eau Claire County Steering Committee indicate a preference to include land use policies from the Town of Seymour and Washington's Comprehensive Plans into the County plan for the areas within the City's extraterritorial planning area. This methodology could result in some inconsistency issues between the City's plan and the County plan, if inconsistencies remain between the Town of Washington and the City's plan. In addition, the Eau Claire County Steering Committee consisted of at least one member from every community within the County. Local representation within the County Steering Committee, coupled with simultaneous planning efforts, enabled the City of Altoona to develop a comprehensive plan consistent with the County plan in terms of layout, terminology, and general land use policies.

4.5 PLAN MONITORING, AMENDING & UPDATING

Although this Plan is intended to guide decisions and action by the City over a 20-year prior, it is impossible to predict future conditions in the City. Amendments may be appropriate following original adoption, particularly if emerging issues or trends render aspects of the plan irrelevant or inappropriate. To monitor consistency with the Comprehensive Plan the City will review its content prior to any important decisions, especially those that will affect land use. From time to time the City may be faced with an opportunity, such as a development proposal, that does not fit the plan but is widely viewed to be appropriate for the City. Should the City wish to approve such an opportunity, it must first amend the plan so that the decision is consistent with the plan. Such amendments should be carefully considered and should not become the standard response to proposals that do not fit the plan. Frequent amendments to meet individual development proposals threaten the integrity of the plan and the planning process and should be avoided.

Any change to the plan text or maps constitutes an amendment to the plan and must follow the adoption/amendment process described in Section 4.3. Amendments may be proposed by either the City Board or the Plan Commission, and each will need to approve the change per the statutory process. Amendments may be made at any time using this process, however in most cases the City should not amend the plan more than once per year. A common and recommended approach is to establish a consistent annual schedule for consideration of amendments. This process can begin with a joint meeting of the Plan Commission and City Council (January), followed by Plan Commission recommendation (February), then the 30-day public notice procedures leading to a public hearing and vote on adoption by City Council (March or April).

Some of the aspects of this plan require proactive action by the City. A working action plan should be maintained on an annual basis, starting with the actions in Section 4.7 and evolving over time. Completed actions should be celebrated and removed, while those actions not yet carried out should be given new deadlines (if appropriate) and assigned to specific individuals, boards or committees for completion per the new schedule. If the updated action plan is consistent with the goals, objectives, and policies of the comprehensive plan, updating the action plan should not require an amendment to the plan and can be approved simply by City Council resolution.

Wisconsin's comprehensive planning statute (66.1001) requires that this plan be updated at least once every 10 years. Unlike an amendment, the plan update is a major re-write of the plan document and supporting maps. The purpose of the update is to incorporate new data and ensure that the plan remains relevant to current conditions and decisions. The availability of new Census or mapping data and/or a series of significant changes in the community may justify an update after less than 10 years. Frequent requests for amendments to the plan should signal the need for a comprehensive update.

4.6 SEVERABILITY

If any provision of this Comprehensive Plan will be found to be invalid or unconstitutional, or if the application of this Comprehensive Plan to any person or circumstances is found to be invalid or unconstitutional, such invalidity or unconstitutionality will not affect the other provisions or applications of this Comprehensive Plan, which can be given effect without the invalid or unconstitutional provision or application.

4.7 ACTIONS BY ELEMENT

The following actions are intended to realize and reinforce the goals, objectives, and policies described in Chapter 2. Whereas policies are decision-making rules to determine how the City will react to events, these actions require proactive effort. It should be noted that some of the actions may require considerable cooperation with others, including the citizens of Altoona, local civic and business associations, neighboring municipalities, Eau Claire County, and State agencies.

Timelines:

Short Term: *This indicates that action should be taken in the next 5 years (highest priority).*

Mid Term: *This indicates that action should be taken in the next 10 years (medium priority).*

Long Term: *This indicates that action should be taken in the next 20 years (low priority).*

4.7.1 Housing Actions

1. **Update and enforce building code regulations.** *(Continual)*
2. **Promote access to low interest loan programs**
Consider the use of Community Development Block Grant (CDBG) funds to help provide, maintain, and rehabilitate housing for all incomes and ages. *(Continual)*

4.7.2 Transportation Actions

1. **Continue to schedule and budget for street maintenance with a Capital Improvement Plan.**
Street repairs should be included in a 5-year Capital Improvement Plan (CIP). This plan should be updated each year as part of the annual budgeting process. *(Continual)*
2. **Promote & Expand Transit Service Alternatives**
Collect information from Eau Claire County programs and private vendors that offer alternative transportation options for City residents, and make this information available at City Hall or on the City's website. The City will continue to assess the feasibility of expanding Eau Claire Transit routes to greater portions of the City. *(Continual)*
3. **Update Transportation Plans: Official Map, Bike & Pedestrian Plan, Safe Routes to School**
The City currently maintains an Official Map, Bike & Pedestrian Plan, and a Safe Routes to School Plan. These planning documents provide detailed discussion regarding long-term transportation recommendations & projects. Each of these individual planning documents was reviewed during the development of this comprehensive plan. Any future updates to these plans should be reviewed for consistency with the policies of the comprehensive plan. Inconsistencies that result from a change in City policy should trigger the need to update this comprehensive plan. *(Continual)*

4.7.3 Agriculture, Natural, & Cultural Resource Actions

1. **Improve the water quality of Lake Altoona.**
Lake Altoona is an important natural resource and community feature for Altoona. The City should continue to work with local conservation associations, the Lake District, the County and the WIDNR to improve the water quality of the lake. The City should reduce potential sediment delivery to the lake by working to reduce the amount of impervious surfaces within new development and by maintaining erosion and stormwater control ordinances. The City should also support non-regulatory measures to reduce urban runoff, such as rain gardens and bio-infiltration systems. *(Continual)*
2. **Promote Cultural Resources & Public Art Displays.**
The City should continue to promote its history through cultural events and the rehabilitation of historic properties. The City should consider the use of interpretive signs/historical markers as part of local parks. In addition, the City should consider the use of outdoor public art within the downtown, parks, and new neighborhoods. The use of public art is a convenient way to promote a unique sense of place. The City could consider holding a contest amongst local artisans to create public art pieces for the downtown or could require such installments as part of new developments. Public outdoor art should depict aspects of the City's history or other aspects unique to the region. *(Continual)*



4.7.4 Energy, Utilities & Community Facilities Actions

1. Maintain a Capital Improvement Plan

During the development of this Plan, the City adopted their 2009-2013 Capital Improvement Plan (CIP). A CIP provides a strategic framework for making prioritized short-term investments in the community's infrastructure, such as sewer, road, water, and park improvements. The City will continue to maintain the CIP as a means of identifying & scheduling potential capital projects and equipment purchases. Consistent with the policies of this Plan, future updates to the CIP should consider the use of energy efficient alternatives when upgrading local buildings or equipment. *(Continual)*

2. Update the Park, Recreation, and Open Space Plan

The City's Park, Recreation, & Open Space Plan expired at the end of 2005. A Comprehensive Outdoor Recreation Plan, or CORP, is required in order to become eligible for WIDNR Knowles/Nelsen Stewardship park and open space grants. The City currently has sufficient park land to meet local recreation needs according to population projections (Refer to Section 5.1) and National Park & Recreation Association Standards (Refer to Section 5.4.5), but improvements to those lands may be warranted, especially as additional development is proposed. Wisconsin Statute 236.45, as amended in 2008, allows the City to require the dedication of park land or payment of a fee in lieu of land, but it also requires that the cost to the developer have a rational relationship to the need resulting from the development. Future updates to the CORP should also incorporate a park and recreation facility needs assessment to provide a defensible rational for any fees charged to new development. Recommendations from the updated CORP should also be included within the City's CIP. *(Short Term)*

4.7.5 Economic Development Actions

1. Promote "buy local" programs.

To support the local economy the City should promote the use of "buy local" policies. *(Continual)*

2. Prepare a Downtown Revitalization Plan with assistance from the Community Development Block Grant (CDBG) Planning Program.

Chapter 3 identifies the Downtown Business District and the Spooner Avenue Corridor as potential Redevelopment Areas. CDBG offers up to \$25,000 of grant funding assistance for planning studies to physically improve downtown business districts and address blight conditions. The City will seek such assistance to study the downtown area in greater detail. This study should identify specific redevelopment opportunities, provide concepts for the use and design of new development, and offer specific implementation strategies. *(Short Term)*

4.7.6 Intergovernmental Cooperation Actions

1. Coordinate Growth Plans with the Towns of Seymour and Washington, the City of Eau Claire and Eau Claire County.

Prior to the adoption of this Plan, and for subsequent updates, request comments from the officials from the Towns of Seymour and Washington, the City of Eau Claire and Eau Claire County. *(Continual)*

2. Seek input from the Altoona School District whenever new residential neighborhoods are proposed.

The Future Land Use Plan supports the creation of new residential neighborhoods and population growth. Planning for these new neighborhoods should include discussion with officials from the Altoona School District concerning the need to provide or update school facilities to support these developments. The City should request and receive comments from Altoona School District officials before approving new development. *(Continual)*

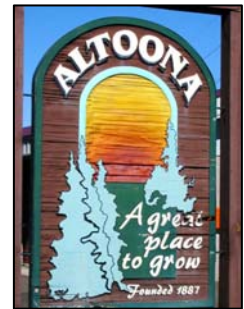
4.7.7 Land Use Actions

1. Update zoning, land division, subdivision, site building, and landscaping regulations.

Beginning January 1, 2010, zoning changes and land division decisions must be consistent with the Comprehensive Plan. The City will review all existing ordinances for consistency with the policies of this Plan, including zoning, land division, subdivision, site, building, and landscaping regulation. Specifically, the policies of this Plan (Section 2.7) refer to the potential use of Planned Unit Developments and Conservation Subdivisions, which the city currently lacks regulations. *(Short Term)*

2. Upgrade Community Gateway Features.

During the planning process, the Plan Committee felt that entrances to the community were not well planned and did not contribute the visual enhancement of the community (especially along USH 12). The City will consider upgrading these features to enhance the City's sense of place and character. *(Short Term)*



3. Develop Detailed Neighborhood Plans.

The Future Land Use Plan recommends the development of Planned Neighborhoods. This concept encourages the creation of a mix of residential, institutional, recreational, and neighborhood business developments in the spirit of traditional neighborhood design principles. In order to foster a cohesive development pattern the City should prepare detailed neighborhoods plans for the South & Southeast Planned Neighborhoods and adopt them as a component to this Comprehensive Plan. In addition, the City should develop a detailed neighborhood plan for Redevelopment Areas 3 & 4, as a means of revitalizing these areas. *(Long Term)*

Neighborhood Plans are prepared with the purpose of guiding the growth and development for either largely undeveloped lands at a community's edge, or for existing built up areas that are in need of revitalization. A neighborhood plan is developed for a clearly delineated area and gives more detailed recommendations than would be provided in the comprehensive plan. A neighborhood plan does not function to replace the comprehensive plan but rather serves to augment it. It builds on the goals, policies and implementation steps in the comprehensive plan to provide a finer level of detail. Such plans should specify the location of proposed streets, sewer & water utilities, land uses, densities, open space, stormwater management facilities, recreational areas, and institutional uses.

By preparing a neighborhood plan a clear signal is sent to the development community, landowners, and existing/future policy makers regarding expectations and desires of the community. The result is a "win-win" situation where the community gains the benefits of new tax base and a quality built environment that lends a sense of vibrancy to the community, while the development community gains project efficiency by avoiding protracted community debates or the possible denial of proposed projects. In addition, property within well-planned neighborhoods is typically more marketable and attractive to future buyers.

4.7.8 Implementation and Plan Amendment Actions

1. Update this Comprehensive Plan at least once every ten years, per the requirements of the State comprehensive planning law.

State statute requires a complete update of this plan at least once every ten years. Updates after less than 10 years may be appropriate due to the release of new Census or mapping data, or because of major changes in the community not anticipated by the current plan. *(Mid Term)*

Table 4.1: Consolidated List of Community Actions

Action	Timeline
Update and enforce building code regulations	Continual
Promote access to low interest loan programs	Continual
Continue to schedule and budget for street maintenance with a Capital Improvement Plan	Continual
Promote & Expand Transit Service Alternatives	Continual
Update Transportation Plans: Official Map, Bike & Pedestrian Plan, Safe Routes to School	Continual
Improve the water quality of Lake Altoona	Continual
Promote Cultural Resources & Public Art Displays	Continual
Maintain a Capital Improvement Plan	Continual
Upgrade City facilities & equipment to more energy efficient alternatives	Continual
Promote “buy local” programs	Continual
Coordinate Growth Plans with neighboring communities, Eau Claire County, and school district officials	Continual
Identify opportunities for shared services or other cooperative planning efforts with appropriate units of government	Continual
Update the Park, Recreation, and Open Space Plan	Short Term
Prepare a Downtown Revitalization Plan with assistance from the Community Development Block Grant (CDBG) Planning Program	Short Term
Update zoning, land division, subdivision, site building, and landscaping regulations for consistency with this comprehensive plan	Short Term
Update Community Gateway Features	Short Term
Update this Comprehensive Plan at least once every ten years, per the requirements of the State comprehensive planning law	Mid Term
Develop Detailed Neighborhood Plans	Long Term

5 EXISTING CONDITIONS

The following chapter summarizes background information as required for the nine planning elements to be included in comprehensive plans (as per Wisconsin Statute 66.1001). The information was collected during the years 2006-2007, and is thus subject to changes that may have occurred since then. The information is compiled at the County and municipal level to the extent that such data is available or can be synthesized from standard data sources. Much of the data comes from secondary sources, consisting primarily of the U.S. Census. Caution should be given as a majority of the data that the US Census collects is from a sample of the total population; and therefore, are subject to both sampling errors (deviations from the true population) and nonsampling errors (human and processing errors).

5.1 POPULATION STATISTICS & PROJECTIONS

This element provides a baseline assessment of the City of Altoona past, current, and projected population statistics and contains information required under SS66.1001. This information provides a basis for creating goals, objectives, policies, maps, and actions to guide the future development in the City of Altoona.

Table 5.1 displays the population statistics and projections prepared as part of the requirements of the Comprehensive Planning legislation. Other demographic data and statistics, such as employment and housing characteristics, can be found in their corresponding chapters.

Table 5.1: Population & Age Distribution

Population	City of Altoona Number	City of Altoona Percent	Eau Claire County Number	Eau Claire County Percent	Wisconsin Number	Wisconsin Percent
Total Population (1970)	2,842	100.0%	67,219	100.0%	4,417,821	100.0%
Total Population (1980)	4,393	100.0%	78,805	100.0%	4,705,642	100.0%
Total Population (1990)	5,889	100.0%	85,183	100.0%	4,891,769	100.0%
Total Population (2000)	6,698	100.0%	93,142	100.0%	5,363,715	100.0%
Total Population (2007)*	6,770	100.0%	98,000	100.0%	5,648,124	100.0%
SEX AND AGE (2000)						
Male	3,177	47.4%	44,993	48.3%	2,649,041	49.4%
Female	3,521	52.6%	48,049	51.6%	2,714,634	50.6%
Under 5 years	456	6.8%	5,565	6.0%	342,340	6.4%
5 to 9 years	472	7.0%	5,934	6.4%	379,484	7.1%
10 to 14 years	428	6.4%	6,364	6.8%	403,074	7.5%
15 to 19 years	430	6.4%	8,696	9.3%	407,195	7.6%
20 to 24 years	472	7.0%	11,199	12.0%	357,292	6.7%
25 to 34 years	976	14.6%	11,768	12.6%	706,168	13.2%
35 to 44 years	991	14.8%	13,147	14.1%	875,522	16.3%
45 to 54 years	822	12.3%	12,158	13.1%	732,306	13.7%
55 to 59 years	325	4.9%	3,943	4.2%	252,742	4.7%
60 to 64 years	255	3.8%	2,973	3.2%	204,999	3.8%
65 to 74 years	446	6.7%	5,472	5.9%	355,307	6.6%
75 to 84 years	395	5.9%	4,324	4.6%	251,621	4.7%
85 years and over	230	3.4%	1,599	1.7%	95,625	1.8%
Median Age (2000)	36.1		32.4		36.0	

Source: US Census, *WIDOA Estimate

The City of Altoona 2007 estimated population is 6,728, ranking 87th out of 190 Wisconsin cities in total population. From year 1970 to 2000, the population for the City of Altoona increased by 135.7%, compared to a 45% increase for the County and a 21.4% increase for the State. The average growth rate for a Wisconsin city from year 1970 to 2000 was 42.1%.

According to the 2000 Census, the age group (cohort) with the highest population is those 35 to 44 years old (14.8%). The median age is 36.1, which is higher than the County and similar to the State median age. In year 2000, approximately 19.8% of the population was at or near retirement age (60+), which is higher than the County (15.4%) and State (16.9%).

Population projections allow a community to anticipate and plan for future growth needs. The population projections were derived using a report from the Wisconsin Department of Administration (2004). In the report, the WIDOA provided population projections for all municipalities in the state out to the year 2025, and county level projections to the year 2030. In order to extend this WIDOA projection at the municipal level for 2030, MSA assumed that the percentage of the county population within each municipality would remain constant between year 2025 and 2030. Table 5.2 indicates the total population for the City of Altoona could reach 8,595 by 2030, an increase of 28.3% since year 2000. The data suggests a much slower rate of population growth over the next 30 years compared to the last 30 years.

Table 5.2: Population Projections

Population	City of Altoona	City of Altoona - Adjusted	City of Eau Claire	Eau Claire County	Wisconsin
Total Population (1970)	2,842	2,842	43,662	67,219	4,417,821
Total Population (1980)	4,393	4,393	49,852	78,805	4,705,642
Total Population (1990)	5,889	5,889	55,130	85,183	4,891,769
Total Population (2000)	6,698	6,698	59,794	93,142	5,363,715
Total Population (2007)*	6,770	6,770	63,190	98,000	5,648,124
Projection	WIDOA	MSA			
Total Population (2005)	7,056	6,728	62,659	97,679	5,563,896
Total Population (2010)	7,369	6,896	65,086	101,580	5,751,470
Total Population (2015)	7,621	7,069	66,990	104,663	5,931,386
Total Population (2020)	7,941	7,245	69,488	108,674	6,110,878
Total Population (2025)	8,303	7,426	72,365	113,270	6,274,867
Total Population (2030)	8,595	7,612	74,910	117,253	6,415,923
Percent Growth (2000-2030)	28.3%	13.6%	25.3%	25.9%	19.6%

Source: US Census, Projection WIDOA 2004;
City of Eau Claire numbers only include that portion in Eau Claire County.

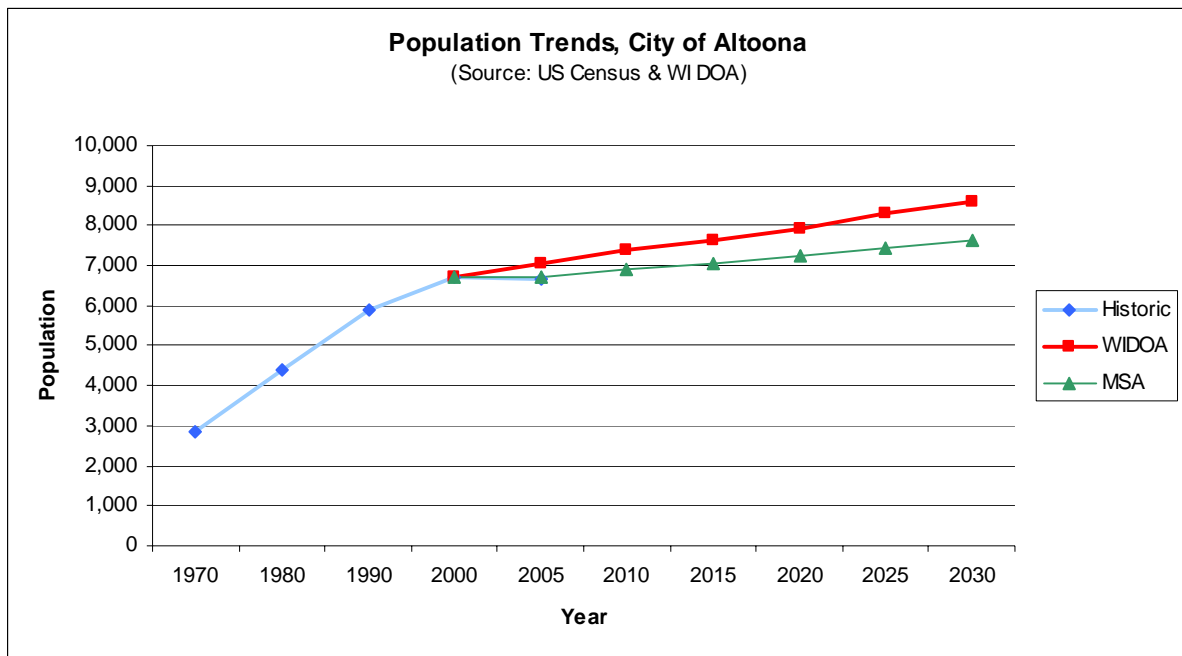
Caution should be given, as the WIDOA figures do not account for changes in local or regional land use regulations, which could affect population growth. The WIDOA states that...

“Local geophysical conditions, environmental concerns, current comprehensive land use plans, existing zoning restrictions, taxation, and other policies influence business and residential location. These and other similar factors can govern the course of local development and have a profound effect on future population change were not taken into consideration in the development of these projections.”

Early indication may reveal that the populations projections are slightly aggressive for the City of Altoona as there were 286 fewer residents in 2007 (estimate) than projected by the WIDOA for year 2005. The difference between the 2004 projection and the 2007 final estimate may be due to the

methodology used to compute the projections. Among other factors, the WIDOA uses past population trends to compute its projections; however, the methodology does not account for land suitability or availability to compute these projections. Currently the City of Altoona is land locked to the north by Lake Altoona and to the west and south by the City of Eau Claire. Short of redevelopment and increased population density within the current City limits, it may be difficult to reach the WIDOA population projections using annexation. Using a modest five-year growth rate of 2.5% (roughly five times the growth rate of the last five years) the total population for the City of Altoona will reach 7,612 by year 2030, an increase of 13.6% since year 2000.

Figure 5.1: Population Trends



5.2 HOUSING

This element provides a baseline assessment of the City of Altoona current housing stock and contains information required under SS66.1001. Information includes: past and projected number of households, age & structural characteristics, occupancy & tenure characteristics, and value & affordability characteristics. This information provides a basis for creating goals, objectives, policies, maps, and actions to guide the future development and maintenance of housing in the City of Altoona.

5.2.1 Households & Housing Units: Past, Present, and Future

In year 2000, there were 2,844 households in the City of Altoona, an increase of 235% since 1970. During that same period, total households increased by 78.2% for Eau Claire County and 56.9% for the State. The higher growth in households (235%) vs. population (135.7%) from year 1970 to 1990 can be attributed to the decrease in the average size of households. Since 1970, people per households throughout Wisconsin have been decreasing. This trend can be attributed to smaller family sizes and increases in life expectancy.

Table 5.3: Households & Housing Units

Housing	City of Altoona	Eau Claire County	Wisconsin
Total Households (1970)	849	20,101	1,328,804
Total Households (1980)	1,601	27,330	1,652,261
Total Households (1990)	2,330	31,282	1,822,118
Total Households (2000)	2,844	35,822	2,084,544
People per Household (1970)	3.3	3.3	3.3
People per Household (1980)	2.7	2.9	2.8
People per Household (1990)	2.5	2.7	2.7
People per Household (2000)	2.4	2.6	2.6
Housing Units (1970)	894	21,209	1,482,322
Housing Units (1980)	1,677	28,973	1,863,857
Housing Units (1990)	2,397	32,741	2,055,774
Housing Units (2000)	3,063	37,474	2,321,144

Total Households include any unit that is **occupied.*
***Housing units are all those available, including occupied **and** vacant units or seasonal units.*

Source: US Census

Housing projections allow a community to begin to anticipate future land use needs. The household projections were derived using a report from the Wisconsin Department of Administration (2004), which provided household projections at the municipal level to year 2025, and household projections at the county level to year 2030. MSA derived year 2030 household projections for municipalities in three steps. First, the household size for year 2030 was projected, based on WIDOA projected trends to year 2025. Second, an initial 2030 household projection was derived using the relevant population projection and household size. Finally, an adjustment factor was applied to ensure that the total number of projected households in all municipalities within the county was equal to the WIDOA countywide total for 2030.

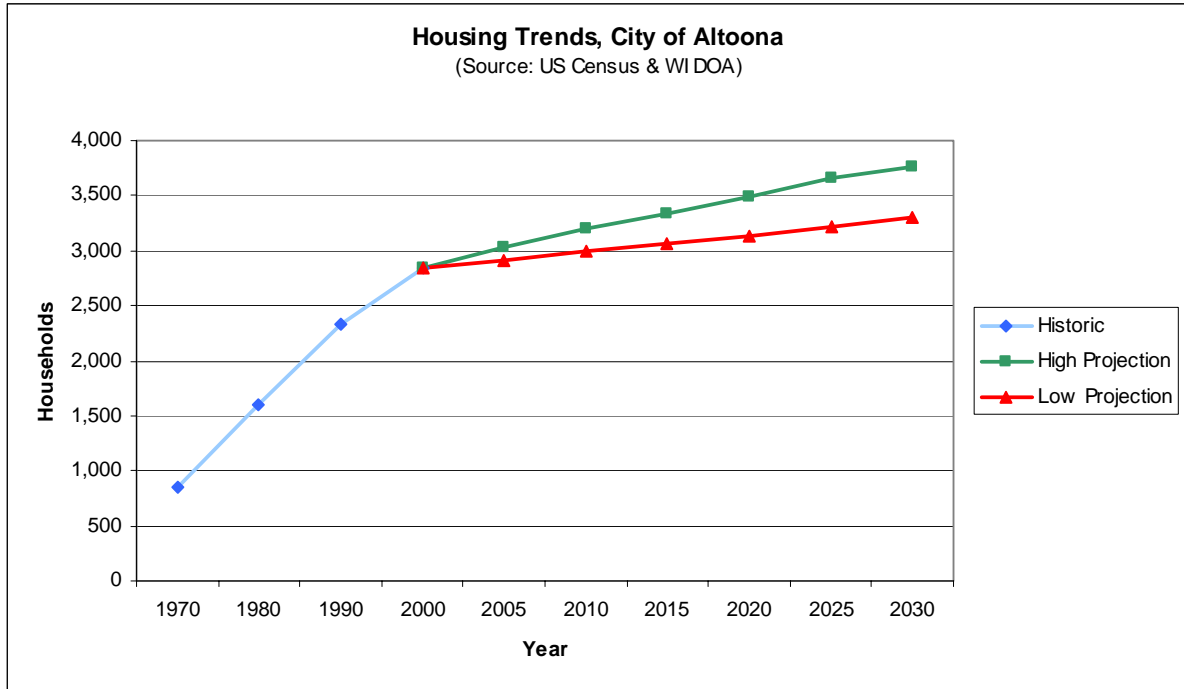
Table 5.4 indicates that the total households for the City of Altoona could reach 3,766 by year 2030, an increase of 32.4% since year 2000. The high rate of housing growth is due to the methodology used to compute the projections. Among other factors, the WIDOA relies on the population projections it derives for each community to project future households. However, as was discussed in the previous section, the WIDOA population estimates fail to consider the amount of land that is available for annexation. Therefore, it seems likely that the WIDOA housing projections are also over estimated. Using the population projections derived by MSA, and the anticipated household size of 2.3 for year 2030, the total number of households for the City of Altoona will reach 3,298 by year 2030, an increase of 16% since year 2000.

Table 5.4: Projected Households

Projected Households	City of Altoona	City of Altoona	Town of Washington	City of Eau Claire	Eau Claire County	Wisconsin
	WIDOA	MSA				
Total Households (2005)	3,030	2,915	2,732	24,716	37,959	2,190,210
Total Households (2010)	3,194	2,988	2,893	25,928	39,855	2,303,238
Total Households (2015)	3,332	3,063	3,031	26,996	41,485	2,406,798
Total Households (2020)	3,494	3,139	3,190	28,216	43,373	2,506,932
Total Households (2025)	3,652	3,218	3,346	29,341	45,153	2,592,462
Total Households (2030)	3,766	3,298	3,450	30,211	46,519	2,667,688
Percent Growth (2000-2030)	32.4%	16.0%	35.0%	29.4%	29.9%	28.0%

Source: US Census, Projection WIDOA & MSA, City of Eau Claire numbers only include that portion in Eau Claire County.

Figure 5.2: Housing Trends



5.2.2 Age & Structural Characteristics

The age of a home is a simplistic measure for the likelihood of problems or repair needs. Older homes, even when well-cared for, are generally less energy efficient than more recently-built homes and are more likely to have components now known to be unsafe, such as lead pipes, lead paint, and asbestos products. Of the City of Altoona’s 3,063 housing units, 31.6% were built before 1970 and 9.8% were built before 1940. With 31.6% of the housing stock 35+ years in age, the condition of the housing stock could become an issue if homes are not well cared for. However, the percentage of older homes is far less than the County’s average of 50.1% (35+ years in age).

Table 5.5: Housing Age Characteristics

Year Structure Built	Percent
1939 or Earlier	9.8%
1940 to 1959	11.9%
1960 to 1969	9.9%
1970 to 1979	21.9%
1980 to 1989	19.6%
1990 to 1994	12.9%
1995 to 1998	13.4%
1999 to March 2000	0.5%
Total	100.0%

Source: US Census, City of Altoona

category is 5%.

Beginning in 2005, Wisconsin State Statutes require all municipalities to adopt and enforce the requirements of the Uniform Dwelling Code (UDC) for one and two family dwellings. This requirement will ensure that new residential buildings are built to safe standards, which will lead to an improvement in the housing stock of communities. The UDC is administered by the Wisconsin Department of Commerce.

As of the 2000 US Census, 50% of the City of Altoona’s 3,063 housing units were single-family homes. This figure is below the County average of 63%. In addition, 13% of the housing units are mobile homes or trailers; the County average for this

Figure 5.3: Housing Unit Types

5.2.3 Occupancy & Tenure Characteristics

According to the 2000 Census, the City of Altoona had 3,063 housing units. Of these, 57.3% were owner occupied at the time of the Census (County average is 62.2%), a decrease of 8.2% since 1990. There were 219 vacant housing units, and 11 of these units were used for seasonal, recreational, or occasional use. Economists and urban planners consider a vacancy rate of 5 percent to be the ideal balance between the interests of a seller and buyer, or landlord and tenant.

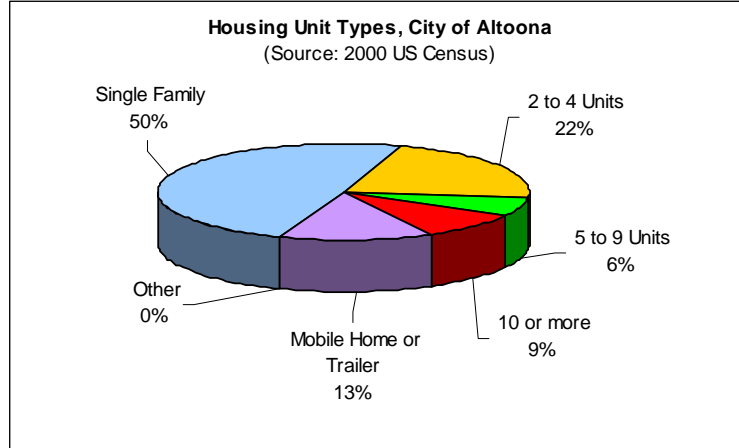


Table 5.6: Housing Occupancy Characteristics

Occupancy	1990 Number	1990 Percent	2000 Number	2000 Percent
Owner Occupied Housing Units	1571	65.5%	1,755	57.3%
Renter Occupied Housing Units	759	31.7%	1,089	35.6%
Vacant Housing Units	67	2.8%	219	7.1%
Homeowner Vacancy Rate		1.4%	-	1.1%
Rental Vacancy Rate		2.8%	-	3.5%

Source: US Census, City of Altoona

Of the occupied housing units, 55.1% have been lived in by the same householder for five or fewer years (1995-2000) and 71.0% for 10 or fewer years (1990-2000). Of the population five years an older, 48.2% have lived in the same house since 1995, and 25.6% of the population didn't live somewhere within Eau Claire County in 1995. This data suggests that those City of Altoona housing units that have become occupied within the last five years (1995-2000) consists largely of residents that already lived within Eau Claire County.

Table 5.7: Housing Tenure & Residency

Year Head of Household Moved into Unit	Percent of Housing Units	Residence in 1995	Percent of Population 5 years an older
1969 or earlier	7.3%	Same House in 1995	48.2%
1970 to 1979	7.5%	Different House in US in 1995	51.1%
1980 to 1989	14.2%	Same County	25.5%
1990 to 1994	15.9%	Different County	25.6%
1995 to 2000	55.1%	Same State	15.5%
		Different State	10.1%

Source: US Census, City of Altoona

5.2.4 Value & Affordability Characteristics

In year 2000, the median value for a home in the City of Altoona was \$98,400, compared to \$93,300 for Eau Claire County and \$112,200 for Wisconsin. The median value increased 86.7% from 1990, the County and State increased 80% and 81% respectively. In contrast, median household income only increased 60% for City households from year 1990 to 2000 (see Economic Development). Most

homes, 45.1%, ranged in value between \$50,000 and \$99,999. The median rent in the City of Altoona was \$539, compared to \$486 for Eau Claire County and \$540 for Wisconsin.

Table 5.8: Home Value and Rental Statistics

Value of Owner-Occupied Units	1990 Percent	2000 Percent	Gross Rent for Occupied Units	1990 Percent	2000 Percent
Less than \$50,000	35.1%	6.5%	Less than \$200	14.3%	0.7%
\$50,000 to \$99,999	58.0%	45.1%	\$200 to \$299	60.7%	5.3%
\$100,000 to \$149,999	6.3%	29.2%	\$300 to \$499	21.4%	37.5%
\$150,000 to \$199,999	0.5%	14.6%	\$500 to \$749	4.0%	31.8%
\$200,000 to \$299,999	0.0%	2.7%	\$750 to \$999	0.0%	15.1%
\$300,000 to \$499,999	0.0%	2.0%	\$1,000 to \$1,499	0.0%	1.5%
\$500,000 to \$999,999	0.0%	0.0%	\$1,500 or more	0.0%	4.6%
\$1,000,000 or more	0.0%	0.0%	No cash rent	1.8%	3.5%
Median Value	\$52,700	\$98,400	Median Rent	\$296	\$539

Source: US Census, City of Altoona

Table 5.9: Recent Home Sales, Eau Claire County

Year	Number of Home Sales	Median Sale Price YTD
2001	1,136	\$112,000
2002	1,346	\$115,000
2003	1,357	\$122,900
2004	1,444	\$129,300
2005	1,346	\$133,300
2006	1,245	\$133,300
2007	1,228	\$136,200
Average	1,300	\$126,000

Source: WI Realtors Association, Eau Claire County

Table 5.9 displays the number of home sales and the median sale price for housing transactions in Eau Claire County from year 2001 to 2007. Since year 2001, the median price of home sales in Eau Claire County has increased by 22%.

In the City of Altoona, affordable housing opportunities are often provided through the sale of older housing units located throughout the City and through its large percentage of mobile home units. According to the U.S. Department of Housing and Urban Development (HUD), housing is generally considered affordable when the owner or renter's monthly costs do not exceed 30% of their total gross monthly income. Among households that own their homes, only 11.2% exceeded the "affordable" threshold in year 2000. In year 2000, the median percentage of household income spent on owner occupied units with a mortgage was 19.8%, compared to 19.8% for the County. These figures are far below the 30% threshold established by HUD. This data indicates that housing is generally affordable to most City residents.

Table 5.10: Home Costs Compared to Income

Selected Monthly Owner Costs as a Percentage of Household Income	Percent	Gross Rent as a Percentage of Household Income	Percent
Less than 15%	45.7%	Less than 15%	17.0%
15% to 19.9%	15.0%	15% to 19.9%	21.4%
20% to 24.9%	18.5%	20% to 24.9%	10.5%
25% to 29.9%	9.6%	25% to 29.9%	8.3%
30% to 34.9%	5.3%	30% to 34.9%	4.0%
35% or more	5.9%	35% or more	35.3%
Not computed	-	Not computed	3.5%
Median (1990) with mortgage	18.5%	Median (1990)	27.3%
Median (2000) with mortgage	19.8%	Median (2000)	24.2%

Source: US Census, City of Altoona

5.3 TRANSPORTATION

This element provides a baseline assessment of the City of Altoona transportation facilities and contains information required under SS66.1001. Information includes: commuting patterns, traffic counts, transit service, transportation facilities for the disabled, pedestrian & bicycle transportation, railroad service, aviation service, trucking, water transportation, maintenance & improvements, and state & regional transportation plans. This information provides a basis for creating goals, objectives, policies, maps, and actions to guide the future development and maintenance of transportation facilities in the City of Altoona.

5.3.1 Existing Transportation Facilities

5.3.1.1 Highways & the Local Street Network

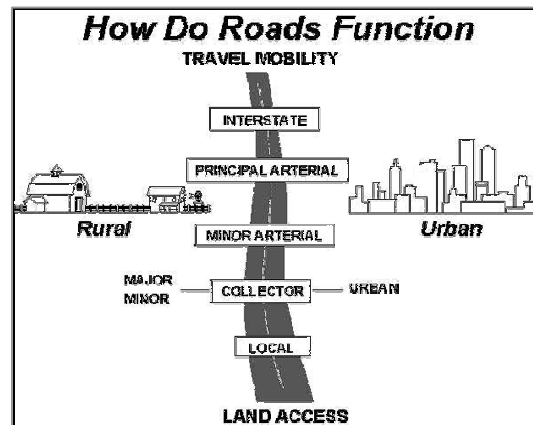
All federal, state, county, and local roads are classified into categories under the “Roadway Functional Classification System.” Functional classification is the process by which the nation's network of streets and highways are ranked according to the type of service they provide. It determines how travel is "channelized" within the roadway network by defining the part that any road or street should play in serving the flow of trips through a roadway network. In general, roadways with a higher functional classification should be designed with limited access and higher speed traffic. (Refer to the City of Altoona Transportation Facilities Map)

Arterials – accommodate interstate and interregional trips with severe limitation on land access. Arterials are designed for high-speed traffic.

Collectors – serve the dual function of providing for both traffic mobility and limited land access. The primary function is to collect traffic from local streets and convey it to arterial roadways. Collectors are designed for moderate speed traffic.

Local Roads – provide direct access to residential, commercial, and industrial development. Local roads are designed for low speed traffic.

Figure 5.4: Functional Classifications



The *Chippewa-Eau Claire Urban Area Long-Range Highway Element 1985-2010*, which was prepared by the West Central Wisconsin Regional Planning Commission in 1986, indicated that all minor arterials and collector streets within the City of Altoona have existing rights-of-way of 66 feet. USH 53 and USH 12 have rights-of way of 100 feet or more. Within the City of Altoona, Bartlett Avenue, Spooner Avenue and parts of 3rd St. and 10th St. have pavement surfaces of over 40 feet in width. All other streets in the city are designed to have a 36-foot pavement width from curb face to curb face.

The existing transportation system serving the City of Altoona is shown on the Transportation Facilities Map. Within Eau Claire County, the WisDOT has identified I-94 and USH 53 as Backbone Routes, and STH 93 as a Connector Route. The two designations are intended to identify high value transportation facilities, which connect major economic centers. Table 5.11 estimates the amount of road miles per roadway type in the City of Altoona.

Table 5.11: Miles by Roadway

Roadway	Miles
Interstate	0
US & State Highways	1.69
County Highways	4.43
Local Roads	34.81
Total	40.93

Source: WisDOT, as of 1/1/2006

5.3.1.2 Commuting Patterns

Table 5.12 shows commuting choices for resident workers over age 16. Nearly 95% of local workers use automobiles to commute to work, with 8.4 percent of these reporting the use of a carpool. Just over 2% of residents avoided a commute by working at home, and another 1.5% walked or bicycled to work. The average commute time for Altoona workers is 18.2 minutes. This is lower than the overall State of Wisconsin average of 21 minutes, and only slightly higher than the County average of 17.3 minutes. As seen in Figure 5.5, commute lengths of Altoona workers closely mirror that of Eau Claire County workers as a whole.

Table 5.12: Commuting Methods

Commuting Methods, Residents 16 Years or Older	Percent
Car, Truck, Van (alone)	86.5%
Car, Truck, Van (carpooled)	8.4%
Public Transportation (including taxi)	0.9%
Motorcycle	0.0%
Bicycle	0.2%
Walked	1.3%
Other Means	0.4%
Worked at Home	2.3%
Total (Workers 16 Years or Over)	100%
Mean Travel Time to Work (minutes)	18.2

Source: US Census, City of Altoona

Figure 5.5: Commuting Time

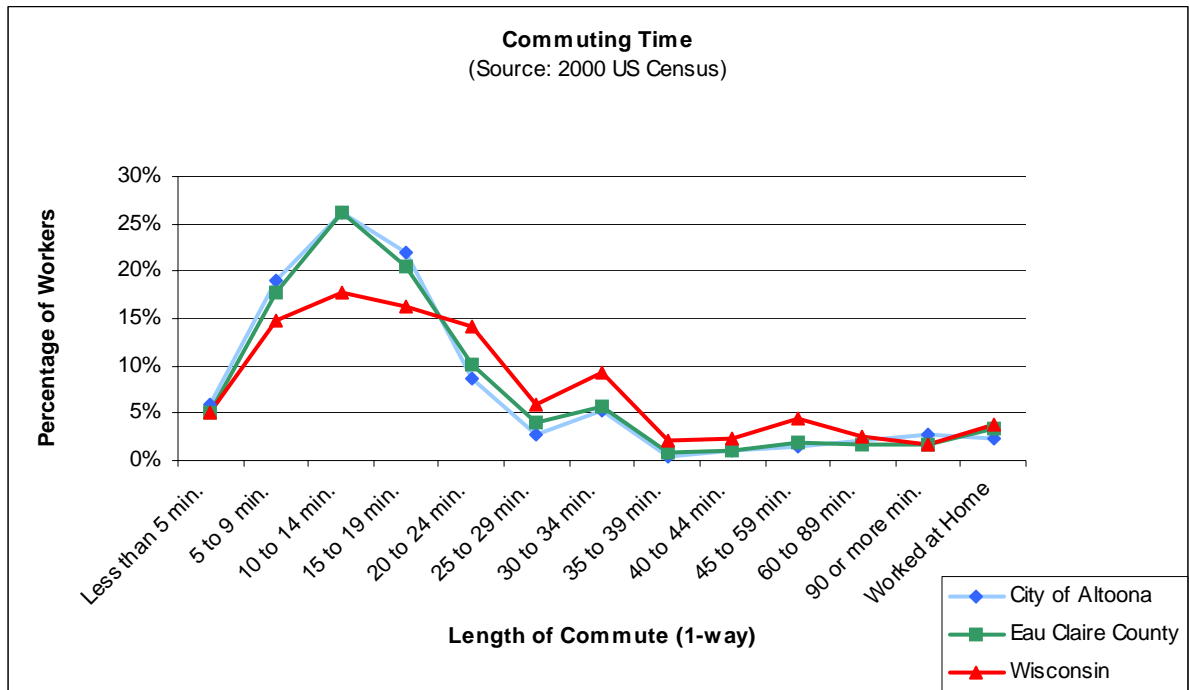


Table 5.13: Residents Place of Work

Place of Work, Working Residents 16 Years or Older	City of Altoona Workers	Eau Claire County Workers
Within Eau Claire County	82.8%	82.2%
Within City of Altoona	10.8%	Unknown
Within County, Outside of Altoona	72.0%	Unknown
Outside of County, Within State	15.3%	16.5%
Outside of State	2.0%	1.3%

Source: US Census

5.3.1.3 Traffic Counts

According to the Eau Claire County Highway Department, growth in traffic volume in Eau Claire County has averaged 1.5%-2% per year. The Annual Average Daily Traffic (AADT) counts are an important measure when prioritizing improvements. (AADT) counts are defined as the total volume of vehicle traffic in both

directions of a highway or road for an average day. AADT counts can offer indications of traffic circulation problems and trends and also provide justification for road construction and maintenance. WisDOT provides highway traffic volumes from selected roads and streets for all communities in the State once every three years. WisDOT calculates AADT by multiplying raw hourly traffic counts by seasonal, day-of-week, and axle adjustment factors. (Refer to the City of Altoona Transportation Facilities Map)

It is estimated that a single-family home generates 9.5 trips per day. A trip is defined as a one-way journey from a production end (origin) to an attraction end (destination). On a local road, one new home may not make much difference, but 10 new homes on a local road can have quite an impact on safety and ag-vehicle mobility.

Table 5.14: Trip Generation Estimates

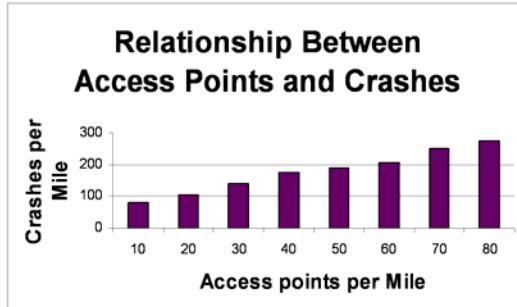
Land Use	Base Unit	Rates		
		AM Peak	ADT	ADT Range
Residential				
Single Family Home	per dwelling unit	.75	9.55	4.31-21.85
Apartment Building	per dwelling unit	.41	6.63	2.00-11.81
Condo/TownHome	per dwelling unit	.44	10.71	1.83-11.79
Retirement Community	per dwelling unit	.29	5.86	
Mobile Home Park	per dwelling unit	.43	4.81	2.29-10.42
Recreational Home	per dwelling unit	.30	3.16	3.00-3.24
Retail				
Shopping Center	per 1,000 GLA	1.03	42.92	12.5-270.8
Discount Club	per 1,000 GFA	.65	41.8	25.4-78.02
Restaurant	per 1,000 GFA	9.27	130.34	73.5-246.0
Convenience Mart w/ Gas Pumps	per 1,000 GFA		845.60	578.52-1084.72
Convenience Market (24-hour)	per 1,000 GFA	65.3	737.99	330.0-1438.0
Specialty Retail	per 1,000 GFA	6.41	40.67	21.3-50.9
Office				
Business Park	per employee	.45	4.04	3.25-8.19
General Office Bldg	per employee	.48	3.32	1.59-7.28
R & D Center	per employee	.43	2.77	.96-10.63
Medical-Dental	per 1,000 GFA	3.6	36.13	23.16-50.51
Industrial				
Industrial Park	per employee	.43	3.34	1.24-8.8
Manufacturing	per employee	.39	2.10	.60-6.66
Warehousing	1,000 GFA	.55	3.89	1.47-15.71
Other				
Service Station	per pump	12.8	168.56	73.0-306.0
City Park	per acre	1.59	NA	NA
County Park	per acre	.52	2.28	17-53.4
State Park	per acre	.02	.61	.10-2.94
Movie Theatre	per movie screen	89.48	529.47	143.5-171.5
Day Care Center	per 1,000 GFA	13.5	79.26	57.17-126.07

Source: Institute of Transportation Engineers (ITE). Trip Generation.

5.3.1.4 Access Management & Safety

Studies show a strong correlation between: 1) an increase in crashes, 2) an increase in the number of access points per mile, and 3) the volume of traffic at each access point. Simply put, when there are more access points, carrying capacity is reduced and safety is compromised.

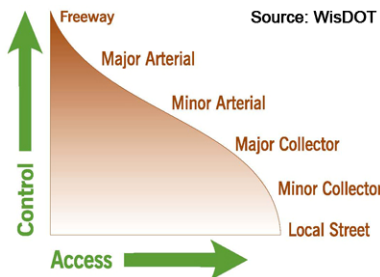
Figure 5.6: Relationship Between Access Points And Crashes



The authority of granting access rights to roadways is ordinarily assigned based upon the functional classification of the roads. Arterials should fall under state jurisdiction, collectors under county jurisdiction, and local roads should be a local responsibility. Through implementation of its adopted *Access Management System Plan*, the WisDOT plans for and controls the number and location of driveways and streets intersecting state highways. In general,

arterials should have the fewest access points since they are intended to move traffic through an area. Collectors and local roads should be permitted to have more access points since they function more to provide access to adjacent land.

Figure 5.7: Relationship between Access and Functional Classification



The WisDOT State Access Management Plan divides the state highway system into one of five “Tiers,” each with its own level of access control. Within the Planning Area Tier 1 roadways include I-94 & USH 53. Tier 2A roadways include portions of USH 12 that have been converted to an expressway. Tier 3 roadways include the portion of USH 12 from Altoona to Fall Creek. There are no Tier 2B or 4 roadways in the Planning Area. Consult the Altoona Zoning Code for additional access regulations for local roads.

Figure 5.8: WisDOT Guidelines for Access along State Highways

Goal for access and traffic movement	Type of new access allowed
Tier 1 maximizes Interstate/Statewide traffic movement	<ul style="list-style-type: none"> • Interchanges • Locked/gated driveways for emergency vehicles • On an interim basis – isolated field entrances
Tier 2A maximizes Interregional traffic movement	<ul style="list-style-type: none"> • At-grade public road intersections, with some interchanges possible at higher volume routes • Locked/gated driveways for emergency vehicles • On an interim basis – isolated field entrances
Tier 2B maximizes Interregional traffic movement	<ul style="list-style-type: none"> • At-grade public road intersections • Lower volume residential, commercial, and field
Tier 3 maximizes Regional/Intra-urban traffic movement	<ul style="list-style-type: none"> • At-grade public road intersections • Higher volume residential, commercial, and field
Tier 4 balances traffic movement and property access	<ul style="list-style-type: none"> • All types, provided they meet safety standards

5.3.2 Additional Modes of Transportation

5.3.2.1 Transit Service

Eau Claire Transit (ECT) provides fixed-route bus service for the City of Altoona on Route 7-17, running with 60-minute headways from 6:45 AM to 6:15 PM on weekdays, and from 8:15 AM to 6:15 PM on weekends. The 9-mile route ends at Eau Claire’s Downtown Transfer Center, where riders may transfer to other routes accessing other destinations in the City of Eau Claire. The City of Altoona contributed \$18,737.00 to Eau Claire Transit in 2002 for this service (Eau Claire Transit, 2003). According to the ETC *Transit Development Plan and Long Range Plan (2003)*, Route 7 had the second best weekday passenger per revenue hour (21) amongst all ECT routes (route avg. 19.2). Route 7 had the second best weekday passengers per mile (1.4) amongst all ECT routes (route avg. 1.3). Route 7 had the second best weekday cost per passenger (\$1.36) amongst all ECT routes (route avg. \$1.49). The data indicates the relative success of providing transit services to the City of Altoona. The ECT’s *Transit Development Plan and Long Range Plan (2003)* anticipates modifying Route 7 to provide service to southeast Altoona, but only if Altoona funds the additional service. The need for changes in service should be monitored and coordinated with Eau Claire Transit and Eau Claire County. In addition to Eau Claire Transit, Greyhound Lines does make stops in the City of Eau Claire.

Figure 5.9: Eau Claire Transit Route 7-17



5.3.2.2 Transportation Facilities for the Disabled

The Eau Claire County Department On Aging & Resource Center is the policy, planning, and community organizing focal point for activities related to the elderly in Eau Claire County. One of those activities includes the Eau Claire City/County Paratransit program, which is a service delivered under contract by Abby Vans. Under this program 60% of the annual cost for the services is paid through state and federal transit aids. Of the remaining 40%, the County pays 70% and the City pays 30%. Table 5.15 displays total ridership for the past five years. Total ridership is up 50% over the last five years, and given the aging population, this trend is expected to continue.

Table 5.15: Eau Claire City/County Paratransit Ridership, 2002-06

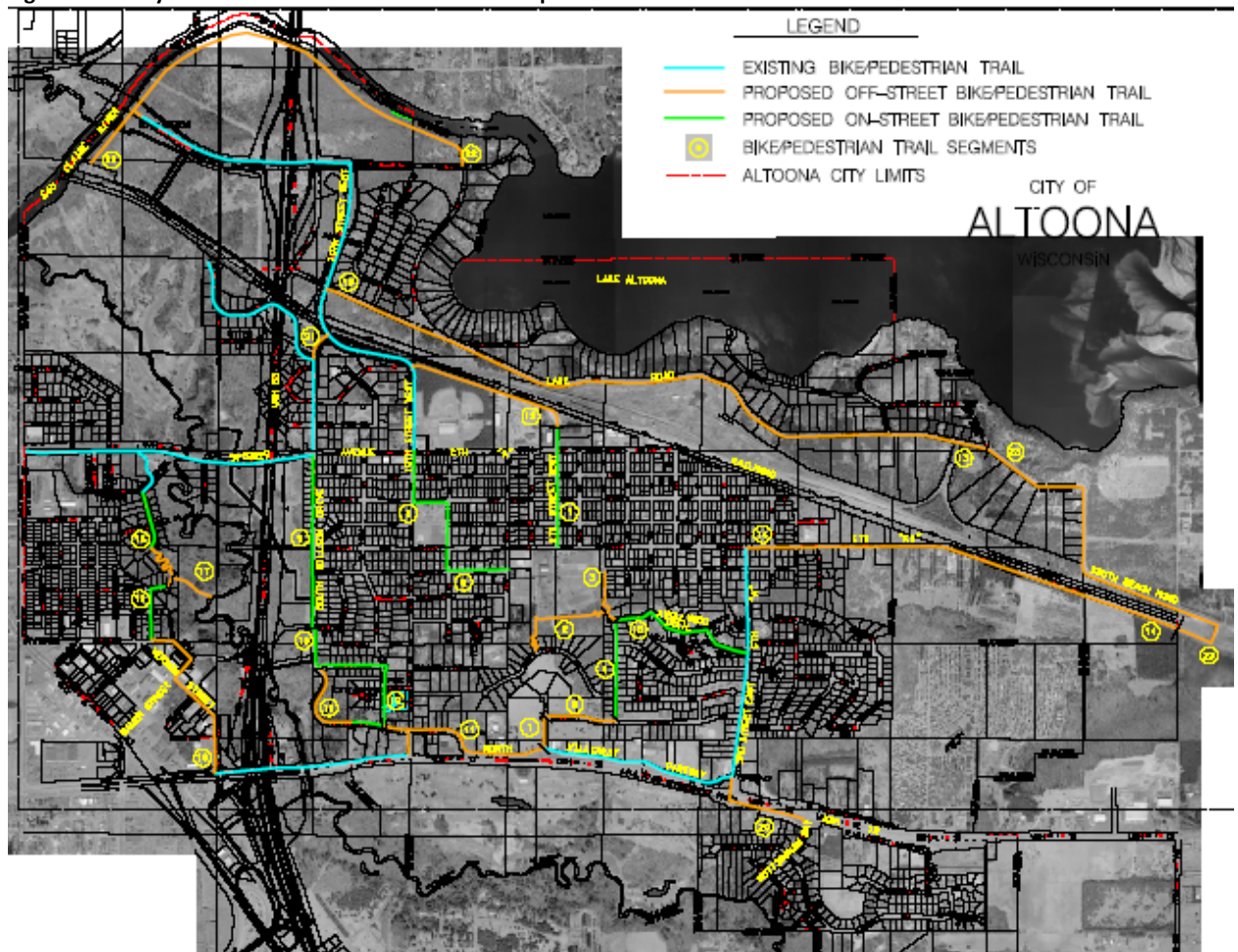
	2002 Ridership	2003 Ridership	2004 Ridership	2005 Ridership	2006 Ridership	Percent Change 2002-06
City	36,819	44,453	47,326	48,413	50,804	37.98%
County	12,331	17,953	19,580	21,291	23,236	88.44%
Total	49,150	62,406	66,906	69,704	74,040	50.64%

5.3.2.3 Pedestrian & Bicycle Transportation

The Chippewa-Eau Claire MPO *Long Range Transportation Plan* includes a planned bikeway system for 2005-2030. The plan is intended to serve as a guide to municipalities in the development of bicycle facilities and programs, and to identify a preferred bikeway system to safely and efficiently serve bicycle users within the Eau Claire metro-area.

In year 2005, the City of Altoona completed a *Feasibility Study* of a network of bicycle and pedestrian trails. The plan includes 23 trail segments totaling 11.3 miles. The trail segments were selected to enhance the use of existing trails within the City and to connect the proposed trails to Eau Claire County trails and the Federal trail along USH 12. The proposed trails conform fairly well to those identified by the MPO plan. A number of the proposed trail segments connect to the Altoona School District, making it a natural “trail head.” The proposed trail segments are planned to be placed on either existing City, County and Town streets or to be placed off road, utilizing a ten foot paved asphalt surface. Figure 5.10 displays the Feasibility Study’s Bike & Pedestrian Trail Map. Refer to the plan for additional information.

Figure 5.10: City of Altoona Bike & Pedestrian Trail Map



The *Wisconsin Bicycle Facility Design Handbook*, available online, provides information to assist local jurisdictions in implementing bicycle-related improvements. It provides information that can help to determine if paved shoulders are necessary. In addition, the WisDOT has developed the *Bicycle Transportation Plan 2020* and the *Pedestrian Plan 2020*. These plans are intended to help both communities and individuals in developing bicycle and pedestrian friendly facilities. In addition,

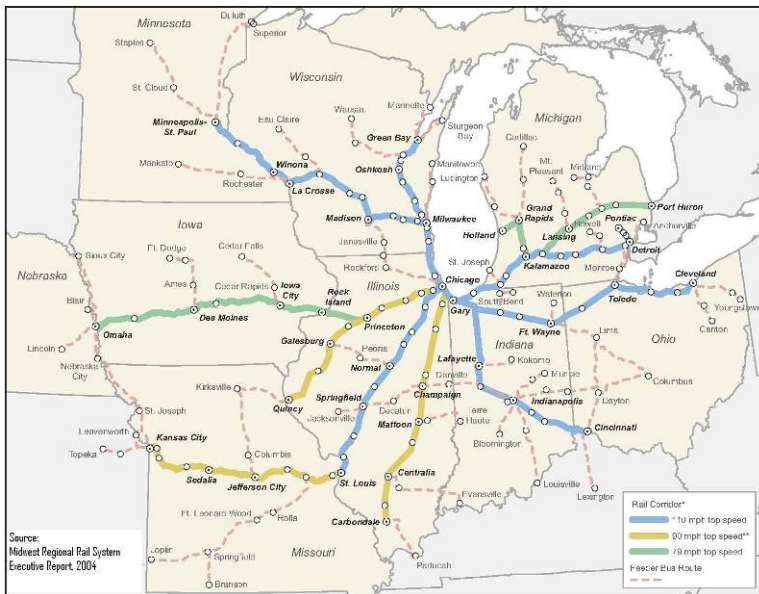
Altoona Outdoors, a local non-profit group, has been assisting with the development of trails in and around Altoona to encourage healthy lifestyles (<http://www.altoonaoutdoors.org/>)

5.3.2.4 Railroad Service

Wisconsin’s rail facilities are comprised of four major (Class 1) railroads, three regional railroads, and four local railroads. Freight railroads provide key transportation services to manufacturers and other industrial firms. Over the last ten years, the amount of Wisconsin track-miles owned by railroads has declined, due in large part to the consolidation of railroad operators and the subsequent elimination of duplicate routes.

Union Pacific maintains a line through the City of Altoona, City of Augusta, Village of Fall Creek, and City of Eau Claire. Altoona is home to the only rail yard within Eau Claire County. Canadian National also operates a somewhat parallel east-west rail line through Chippewa Falls. A 2003 WisDOT commodity report estimates that rail accounts for only 4% (440,316 tons) of the total freight tonnage shipped into or out of Eau Claire and Chippewa Counties.

Figure 5.11: Proposed Midwest Regional Rail System



*Indiana DOT is evaluating additional passenger rail service to South Bend and to Louisville.
 **In Missouri, current restrictions limit train speeds to 79 mph.

Amtrak operates two passenger trains in Wisconsin: the long-distance Empire Builder operating from Chicago to Seattle and Portland, with six Wisconsin stops; and the Hiawatha Service. The City of Tomah is the closest Amtrak station to Eau Claire County residents. The WisDOT has been studying ways in which passenger rail could be expanded. WisDOT, along with Amtrak and eight other state DOTs, is currently evaluating the Midwest Regional Rail System (MWRRS), a proposed 3,000-mile Chicago based passenger rail network.

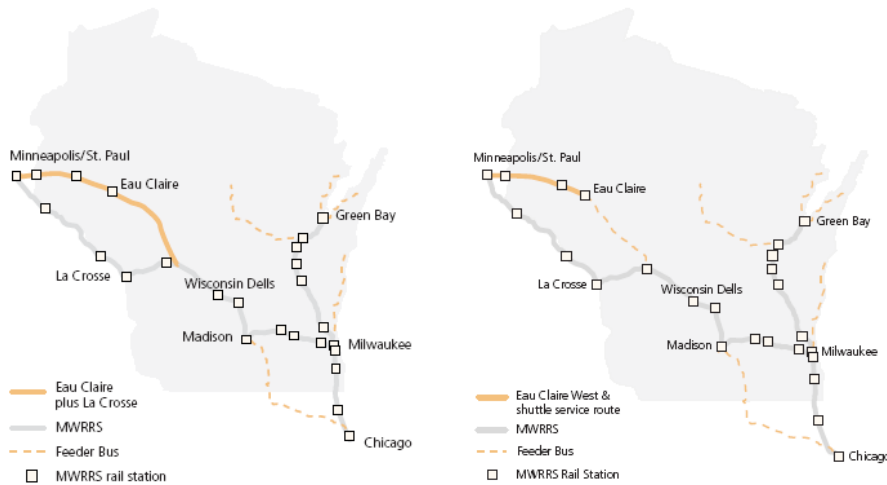
The MWRRS would provide frequent train trips between Chicago, Milwaukee, Madison, La Crosse, St. Paul, Milwaukee, and Green Bay. Modern trains operating at peak speeds of up to 110-mph could produce travel times competitive with driving or flying. A commuter bus is expected to connect the City of Eau Claire to this system, although options exist for potential rail from Eau Claire to the Twin Cities, LaCrosse, and Tomah. (Source: WisDOT Rail Issues and Opportunities Report)

Figure 5.12: Proposed MRRS – Eau Claire Alternatives

Source: WisDOT Bureau of Planning

“Eau Claire plus La Crosse” alternative
Every second train through WI Dells travels to Eau Claire first and returns via La Crosse

“Eau Claire West” alternative
Service is extended from Minneapolis to Eau Claire and back



5.3.2.5 Aviation Service

As of January 2000, the State Airport System is comprised of 95 publicly owned, public use airports and five privately owned, public use airports. In its *State Airport System Plan 2020*, the WisDOT does not forecast any additional airports will be constructed by year 2020. Airports are classified by the Federal Aviation Administration (FAA) into four categories: 1) Air Carrier/Cargo, 2) Transport/Corporate, 3) General Utility, 4) Basic Utility.

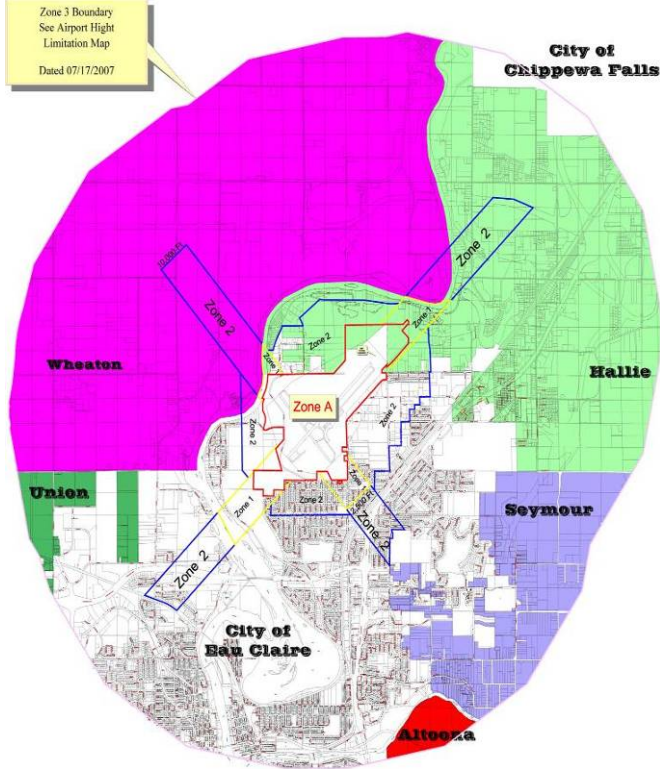
Chippewa Valley Regional Airport (CVRA), in the City of Eau Claire, is the nearest public airport. In 1999 there were 48,616 total operations. Air service is provided by Northwest Airlink, (Mesaba Airlines) using 34-passenger turboprop aircrafts, with daily flights to the Twin Cities. A Sun Country airline also provides 18 annual flights to Nevada. The airport has two paved runways, one 7,301 ft the other 4,999 ft, which are in good to excellent condition, handling approximately 50,000 total operations a year. The CVRA Master Plan estimates total operations will rise to 83,100 by year 2020. The WisDOT does not anticipate CVRA will change in classification from Air Carrier/Cargo by year 2020. CVRA is included in the FAA’s *National Plan of Integrated Airport Systems (NPIAS)*. To be eligible for federal funds, an airport must be included in the NPIAS, which is published by the FAA every two years. The 2007-2011 NPIAS Report estimates that by year 2011 90 locally owned aircraft will be hangered or based at CRVA. In addition, the WisDOT *5-Year Airport Improvement Program* lists several terminal reconstruction projects for CRVA, but no additional runways.



The airport has two paved runways, one 7,301 ft the other 4,999 ft, which are in good to excellent condition, handling approximately 50,000 total operations a year. The CVRA Master Plan estimates total operations will rise to 83,100 by year 2020. The WisDOT does not anticipate CVRA will change in classification from Air Carrier/Cargo by year 2020. CVRA is included in the FAA’s *National Plan of Integrated Airport Systems (NPIAS)*. To be eligible for federal funds, an airport must be included in the NPIAS, which is published by the FAA every two years. The 2007-2011 NPIAS Report estimates that by year 2011 90 locally owned aircraft will be hangered or based at CRVA. In addition, the WisDOT *5-Year Airport Improvement Program* lists several terminal reconstruction projects for CRVA, but no additional runways.

All property within three miles of the airport is subject to the Eau Claire County airport overlay zoning regulations. The purpose of the ordinance is to regulate the use of property within the designated vicinity of the Chippewa Valley Airport in order to protect the approaches, airspace, and physical areas of the airport and to ensure the compatibility of surrounding land uses and development to the greatest extent possible. The ordinance establishes a set of overlay zones that limit both the use of property and the height of structures. A portion of the City of Altoona is within Zone 3 of the ordinance, which primarily limits the height of structures (Refer to the Eau Claire County Zoning Code Chapter 18.60)

Figure 5.13: Chippewa Valley Airport Overlay Zoning Map



5.3.2.6 Trucking

The trend toward less freight movement by rail and air has led to an increase in the trucking industry. According to 2003 commodity movement data provided by WisDOT, trucking accounts for 96% (10 million tons) of the total freight tonnage shipped into or out of Eau Claire and Chippewa Counties. Within the City of Altoona, USH 12 & USH 53 are Designated Long Truck Routes by the WisDOT. (Source: Long Range Transportation Plan, Chippewa-Eau Claire MPO)

5.3.2.7 Water Transportation

The City of Altoona does not have its own access to water transportation but is 100 miles from Mississippi River access, via the Twin Cities. Port access can be found farther down the river in La Crosse & Prairie du Chien.

5.3.3 Maintenance & Improvements

The responsibility for maintaining and improving roads should ordinarily be assigned based upon the functional classification of the roads. Arterials generally fall under state jurisdiction, collectors under county jurisdiction, and local roads should be a local responsibility.

According to the *Community Survey*, 62.8% of respondents rated the City roads as either “excellent” or “good;” 65.4% rated street and road maintenance as either “excellent” or “good;” 72.6% rated snow removal as either “excellent” or “good.” (Refer to Appendix A)

5.3.3.1 Pavement Surface Evaluation & Rating

Table 5.16: PASER Ratings

Pavement Conditions	Description
1, Failed	Needs total reconstruction
2, Very Poor	Severe deterioration. Needs reconstruction with extensive base repair
3, Poor	Needs patching & major overlay or complete recycling
4, Fair Poor	Significant aging and first signs of need for strengthening. Would benefit from recycling or overlay
5, Fair	Surface aging, sound structural condition. Needs sealcoat or nonstructural overlay
6, Very Fair	Shows sign of aging. Sound structural condition. Could extend with sealcoat
7, Good	First signs of aging. Maintain with routine crack filling
8, Very Good	Recent sealcoat or new road mix. Little or no maintenance required
9, Very Very Good	Recent overlay, like new
10, Excellent	New Construction

Every two years, municipalities and counties are required to provide WisDOT with a pavement rating for the physical condition of each roadway under their jurisdiction. The rating system is intended to assist the City in planning for roadway improvements and to better allocate its financial resources for these improvements. During the inventory, roadways in the City are evaluated and rated in terms of their surface condition, drainage, and road crown. The average pavement condition of local roads in the City of Altoona as of year 2007 was 5.5.

5.3.3.2 State & Regional Transportation Plans

Figure 5.14: Transportation Plans & Resources

➤	Translink 21
➤	WI State Highway Plan 2020
➤	6-Year Highway Improvement Plan
➤	WI State Transit Plan 2020
➤	WI Access Management Plan 2020
➤	WI State Airport System Plan 2020
➤	WI State Rail Plan 2020
➤	WI Bicycle Transportation Plan 2020
➤	WI Pedestrian Plan 2020
➤	Eau Claire Transit, Transit Development Plan & Long Range Plan, 2003
➤	Chippewa Valley Regional Airport Master Plan, 2001
➤	Chippewa-Eau Claire, Long Range Transportation Plan 2005-2030
➤	Eau Claire County Highway Department Five Year Road & Bridge Improvement Plan, 2005-2009
➤	City of Altoona Comprehensive Plan, 2000
➤	City of Altoona Bike & Pedestrian Feasibility Study, 2005
➤	WisDOT Connections 2030

A number of resources were consulted while completing this comprehensive plan. Most of these resources were WisDOT plans resulting from *Translinks 21*, Wisconsin's multi-modal plan for the 21st Century.

The Chippewa-Eau Claire MPO *Long Range Transportation Plan* includes a series of planned projects to be implemented between 2010 and 2030. Planned projects in or near the City of Altoona include:

- ❖ The reconstruction of CTH AA to four lanes from Gateway Drive to House Road.
- ❖ The reconstruction of USH 12 to four lanes from Winchester Way to Shultz Road.
- ❖ The construction of Gateway Drive as a four-lane from Hamilton Avenue to 3rd Street East, also referred to as the County A extension

The MPO identifies the following benefits associated with constructing the County A extension:

- ❖ Improve regional traffic flow patterns
- ❖ Minimize traffic indirection
- ❖ Reduce travel times for persons in Altoona and points east on USH 12 to reach the Oakwood Hills area.
- ❖ Provide safer movement of traffic between areas of Altoona north of USH 12 and the Windsor Forest Subdivision area.
- ❖ Provide a direct (another) outlet for Altoona residents traveling south on I-94.
- ❖ Help relieve congestion on the USH 12-USH 52 interchange.
- ❖ Provide a north-south arterial through the triangular area bounded by USH 12 and USH 53. This area is adjacent to utilities and is a prime area for urban development.
- ❖ Provide a second leg to the CTH AA interchange at USH 53.
- ❖ Improve fire response time for the Town of Washington's fire station.

The plan recommends the following implementation steps for the County A extension:

- ❖ Official mapping of the corridor
- ❖ Rights-of-way acquisition
- ❖ Financing
- ❖ Construction, operation and maintenance jurisdiction

The plan recommends that Eau Claire County provide the lead on coordination of rights-of-way acquisition and roadway construction. Further, the plan recommends that the County also be responsible for maintenance of the facility. The plan lists three possible funding sources for construction of the project:

- ❖ Federal Aid
- ❖ Local funds
- ❖ Special assessments

The City of Altoona 2000 Comprehensive Plan contains another potential transportation project along Mayer Road. The plan calls for Mayer Rd. and CTH AA to be improved to urban standards. This route would provide an alternative for travelers in eastern Altoona and on USH 12 east to get to the Oakwood Hills development and access to the USH 53 and I-94 interchanges. Final design of this improvement may include the development of a new corridor to serve proposed industrial development in the area. This project is classified as a low priority. Consult the *City of Altoona Five Year Capital Budget* for additional transportation improvement projects.

The WisDOT has developed the *State Highway Plan 2020*, a 21-year strategic plan which considers the highways system's current condition, analyzes future uses, assess financial constraints and outlines strategies to address Wisconsin's preservation, traffic movement, and safety needs. The plan is updated frequently to reflect changing transportation technologies, travel demand, and economic conditions in Wisconsin. The WisDOT *Six Year Improvement Plan* for Eau Claire County does not list any projects located in the City of Altoona. In addition, the Eau Claire County *Five Year Road and Bridge Improvement Plan (2004-2009)* does not list any projects in or near the City of Altoona.

In follow-up to *Translinks 21*, The WisDOT has recently released its new plan: *Connections 2030*. While still in a draft form, the plan lays out 7 themes, and 37 related policies, that will guide the State of Wisconsin as it meets the challenge to provide a high quality transportation network. The seven themes are organized not by mode of transportation, but instead as overarching goals:

- ❖ Preserve and maintain Wisconsin's transportation system
- ❖ Promote transportation safety
- ❖ Foster Wisconsin's economic growth
- ❖ Provide mobility and transportation choice
- ❖ Promote transportation efficiencies
- ❖ Preserve Wisconsin's quality of life
- ❖ Promote transportation security

Throughout the creation of *Connections 2030*, WisDOT has emphasized the need to improve the link between statewide policies, such as the 37 recommended policies laid out in the plan, and implementation activities occurring at the regional or corridor level. In order to achieve this goal, in *Connections 2030* WisDOT has adopted a corridor management approach: WisDOT identified the main corridors throughout the state, and then developed a plan for the corridor that includes contextual factors such as surrounding land uses, access, etc. Each corridor plan integrates all appropriate modes of transportation. Portions of Eau Claire County are included within six different corridors. Each Corridor includes a list of Short Term (2008-2013), Mid-Term (2014-2019), Long Term (2020-2030) studies or projects. Projects identified within the Planning Area include:

- ❖ Mid Term: USH 12 – Expand to four lanes from Winchester to Schultz Rd if supported by environmental document
- ❖ Mid Term: Bicycle/Pedestrian – Provide urban accommodations along USH 12 from Altoona eastern city limits to WIS 124 (Eau Claire)

5.4 ENERGY, UTILITIES & COMMUNITY FACILITIES

This element provides a baseline assessment of the City of Altoona utility & community facilities and contains information required under SS66.1001. Information includes forecasted utility & community facilities needs, and existing utility & community facility conditions. This information provides a basis for creating goals, objectives, policies, maps, and actions to guide the future development and maintenance of utility & community facilities in the City of Altoona.

5.4.1 Sanitary Sewer System

In 1984, the City's wastewater treatment plant was abandoned and an agreement was put in place with the City of Eau Claire to receive and treat the City of Altoona's wastewater. The City of Eau Claire provides wastewater treatment to the City of Altoona by contract, and is currently in the process of updating their Facility Plan, with participation from Altoona. The sanitary sewer collection system in the City of Altoona consists of approximately 23 miles of sewer pipe ranging in size from 8 inch to 21 inch. The older sections of the system are constructed of vitrified clay and concrete pipe. The City is replacing the approximate 9,500 lineal feet of concrete and clay pipes with new PVC pipes in conjunction with the reconstruction of streets per the City's five-year street plan. The bulk of the sewer collection system is gravity feed. In addition, the City annually uses a sewer rodder and jet truck to trim roots and remove sand, which infiltrates the sewer.

The City of Eau Claire operates a large lift station located on South Willson Drive, which receives all of Altoona's wastewater and pumps it to the Eau Claire treatment plant via two 24-inch force mains. Altoona operates three lift stations in conjunction with the sewage collection system. A submersible pump station on East Bartlett Avenue serves a condominium complex (constructed 1988). The Windsor forest station serves the Windsor Forest subdivision (over 25 years old). The Spooner Avenue station was reconstructed in 1999, and serves the City's west side. Several homes along Lake Road rely on private septic systems for their wastewater treatment, which presents a challenge and barrier to providing municipal sewer service to infill development and development beyond the existing homes.

According to the *Community Survey*, 72.5% of respondents rated the sanitary sewer service as either "excellent" or "good." (Refer to Appendix A)

In 2007, the Chippewa – Eau Claire Metropolitan Planning Organization completed the *Chippewa Falls/Eau Claire Urban Sewer Service Area Plan for 2025*. Sewer service area plans serve as a basis for Wisconsin Department of Natural Resources approval of state and federal grants for the planning and construction of wastewater treatment and sewerage facilities. They also serve as a basis for WisDNR approval of locally proposed sanitary sewer extensions and Department of Commerce approval of private sewer laterals. In addition, because the service area plans identify environmental constraints, they serve as a guide for environmental permit decisions by federal and state agencies.

The 2025-Sewer Service Area boundary is denoted on several of the planning maps in Appendix C. The Sewer Service Area delineates those areas with a potential for future sewer development by year 2025, excluding environmentally sensitive areas. Inclusion of lands within the Sewer Service Area boundary does not determine or guarantee that these lands will be developed, sewer, or annexed by year 2025.

5.4.2 Storm Water Management

Stormwater management involves providing controlled release rates of runoff to receiving systems, typically through detention and/or retention facilities. A stormwater management system can be very simple – a series of natural drainage ways – or a complex system of culverts, pipes, and drains. Either way, the purpose of the system is to store and channel water to specific areas, diminishing the impact of non-point source pollution.

Since March 10, 2003, federal law has required that landowners of construction sites with one acre or more of land disturbance obtain construction site storm water permit coverage to address erosion control and storm water management. Except within tribal lands, the Department of Natural Resources (DNR) has been delegated by the United States Environmental Protection Agency (USEPA) to implement the federal storm water program in Wisconsin. On August 1, 2004, the DNR received authority under revised ch. NR 216, Wis. Adm. Code, to require landowners of construction sites with one acre or more of land disturbance to obtain permit coverage.

The City of Altoona is currently working on WPDES evaluation and planning. The City just adopted stormwater management regulations for construction and post-construction consistent with State requirements. It is uncertain whether the existing stormwater management systems will meet standards for suspended solids, and a new facility may be needed. In this regard, the City has also implementing a stormwater utility to assist with financing for stormwater improvements.

According to the *Community Survey*, 66.0% of respondents rated stormwater management service as either “excellent” or “good.” (Refer to Appendix A)

5.4.3 Water Supply

The City’s water system consists of five operating wells, two 500,000-gallon elevated steel reservoirs, approximately 33 miles of water main, and 338 fire hydrants. Water mains range in size from 4 inches to 21 inches. The system serves 3,574 customers. Even with a new water tower constructed in 2006, residents and businesses in the City still reach 100% capacity in the summer months, leading to restrictions on water use. A new well planned for 2008 would address concerns about water quantity for the near-term.

According to the *Community Survey*, 66.6% of respondents rated the municipal water service as either “excellent” or “good.” (Refer to Appendix A)

Table 5.17: Water Well Statistics

Well	Location	Depth (ft)	Well Diameter (in)	Yield Per Day (g)	Actual Capacity (gpm)	Currently in Service
1	Southend 1st St	194	12	213,000	125	Yes
2	Abandoned in 1966	NA	NA	NA	NA	NA
3	Bradwood and 7th	195	29	345,000	300	Yes
4	Bradwood and Bartlett	192	12	230,000	155	Yes
5	5th and Bartlett	174	20	196,000	157	Yes
6	Devney and 3rd	184	21	225,000	189	Yes

Source: WI Pubic Service Commission, 2006 Annual Report

5.4.4 Solid Waste Disposal & Recycling Facilities

There are three private waste haulers in the City. Curbside pick-up of recycling is also available through private haulers. Residents can also use the Eau Claire County brush disposal facility on CTH Q in the Town of Seymour. There is one closed landfill located within the

According to the *Community Survey*, 90.4% of respondents rated garbage collection as either “excellent” or “good;” 70.5% rated recycling services as either “excellent” or “good.” (Refer to Appendix A)

Windsor Forest subdivision, and another closed landfill located in the Town of Washington near Nine Mile Creek Rd. and USH 12.

5.4.5 Parks, Open Spaces & Recreational Facilities

The City of Altoona has approximately 46 acres of city parkland, an additional 22 acres of school facilities often used as parks, and 36 acres of conservancy along the Eau Claire River within the River Prairie Development. Cinder City Park, at 25 acres, contains athletic fields, a playground, and the Hobbs Center/Ice Arena (recently leased to the hockey association). Athletic facilities are also provided at Knollwood Park, Highland Park, and 10th St. Park, with a recreation building for indoor activities at 10th St. Park. Much of the equipment and facilities needs, or may soon need, renewal or replacement. Lake Front Park and Centennial Park provide passive recreation opportunities for Altoona residents. In addition, there are two golf courses located within the City. Refer to the *City of Altoona Park, Recreation, and Open Space Plan 2000-2005*, for more information regarding parks and recreational resources.

According to the *Community Survey*, 82.3% of respondents rated park and recreational facilities as either “excellent” or “good.” (Refer to Appendix A)

In April 2005, the City of Altoona completed a *Feasibility Study for Bicycle and Pedestrian Trail Development*. The plan calls for three miles of new on-street trails and 8.3 miles of new off-street trails. The new trails were chosen in order to link existing and planned park and recreational facilities in the City of Altoona. (Refer to Section 5.3.2.3)

Table 5.18: Park Acreage Compared to Population Forecasts

	2007	2020	2030
Population	6,770	7,941	8,595
Demand (12 acres/1,000 people)	81	95	103
Total Supply (public use areas only)	104	104	104
Surplus/Deficit	+23	+9	+1

Source: MSA GIS

The National Recreation and Park Association recommends six to twelve total acres of parks or recreation space per 1,000 people within a community. As Table 5.18 suggests, based on acreage alone, the existing parks system should adequately meet the needs of City residents for the foreseeable future. As the age composition in the City changes, specific recreational needs may change, and should be monitored over time.

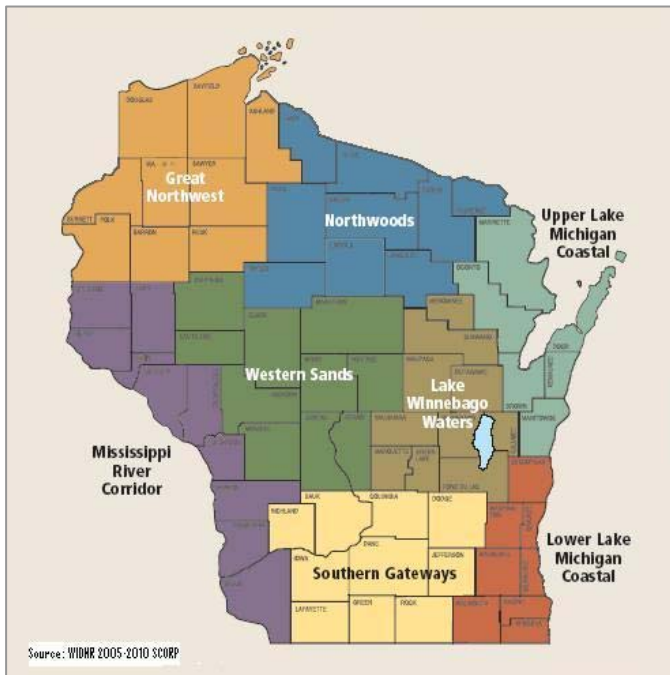
The NRPA recognizes the amount of open space alone does not determine the recreational health of a community. Other critical factors include the locations of the facilities, the programs conducted on it, the responsiveness of the personnel who run it, the physical conditions of the facilities, and the relative accessibility for the people who will use the facilities.

Eau Claire County also maintains an *Outdoor Recreational Plan (2006-2010)*, which serves as a guide for the development of parks and outdoor recreation facilities in the County. Maintained by the Eau Claire County Parks and Forestry Department, the plan identifies facility improvements for the Lake Altoona County Park.

The 2005-2010 Wisconsin Statewide Comprehensive Outdoor Recreation Plan (SCORP) provides information on statewide and regional recreation, including recreation supply and demand, participation rates and trends, and recreation goals and actions. Since passage of the Federal Land and Water Conservation Fund (LWCF) Act of 1965, preparation of a statewide outdoor recreation plan has been required for states to be eligible for LWCF acquisition and development assistance. The LWCF is administered by the WIDNR and provides grants for outdoor recreation projects by both state and local governments. The following are a few highlights of the plan:

- ❖ Walking for Pleasure is rated as the activity with the most participation.
- ❖ Backpacking, Downhill Skiing, Golf, Hunting, Mountain Biking, Snowmobile, and Team Sports are decreasing in demand.
- ❖ ATVing, Birdwatching, Canoeing, Gardening, Geocaching, Paintball Games, Road Biking, RV Camping, Hiking, Water Parks, Wildlife Viewing, and Photography are increasing in demand.
- ❖ The Warren Knowles-Gaylord Nelson Stewardship Program (Stewardship 2000) provides \$60 million annually through FY 2010 for outdoor recreation purposes.

Figure 5.15: WIDNR SCORP Regions



The Wisconsin SCORP divides the state into eight planning regions based on geographic size, demographic trends, tourism influences, and environmental types. Together these influences shape each region’s recreational profile, describing which activities are popular, which facilities need further development, and which issues are hindering outdoor recreation. Eau Claire County is a part of the Western Sands Region (Adams, Chippewa, Clark, Eau Claire, Jackson, Juneau, Marathon, Monroe, Portage, and Wood Counties). The most common issues and needs for the region identified by the plan include:

Issues:

- ❖ Deteriorating facilities
- ❖ Increasing multiple-use recreation conflicts
- ❖ Increasing pressure and overcrowding
- ❖ Increasing use of recreational facilities by disabled populations
- ❖ Poor water quality impairing recreation

Needs:

- ❖ More trails for biking, hiking, horses
 - ❖ More boat access
- ❖ More fishing opportunities
 - ❖ More camping access

5.4.6 Telecommunication Facilities

Ameritech provides telephone service to Altoona through the Eau Claire exchange. The extension of fiber optics and other telecommunication facilities to the River Prairie area is needed. The location of new telecommunication facilities are regulated through the Altoona Zoning Code.

5.4.7 Energy Facilities & Resources

No major power plants or transmission lines exist within the City. Xcel Energy supplies electric power and natural gas. The nearest power plant is the Xcel Energy dam at Dells Pond in Eau Claire. The Public Service Commission (PSC) is the branch of Wisconsin State government with the overall responsibility of regulating electric utilities.

5.4.7.1 Renewable Energy Sources

To manage rising energy costs, promote local economic development, and protect the natural environment, many Wisconsin communities are looking at renewable energy resources to meet community energy demands. The following section provides a broad level discussion of local and renewable energy resources available for Eau Claire County communities. Additional information can be obtained from Eau Claire Energy Cooperative (www.ecec.com), Xcel Energy (www.xcelenergy.com), or Focus on Energy (www.focusonenergy.com).

Focus on Energy works with eligible Wisconsin residents and businesses to install cost effective energy efficiency and renewable energy projects. As of July 1, 2007, Eau Claire Energy Cooperative is now a member of Wisconsin's Focus on Energy program.

Solar

Two types of solar energy systems are well suited to Wisconsin communities: Solar electric photovoltaic (PV) and solar hot water systems. How much energy a photovoltaic (PV) or solar hot water (SHW) system produces in Wisconsin depends on the size of the system (i.e., area of the collecting surface), the orientation of the collecting surface, and site characteristics (e.g. overshadowing). Currently there are no commercial or public solar energy systems in use within the City of Altoona.

Wind

Wind energy production is optimized when wind turbines are located at the place with the highest, steadiest wind speeds (the energy produced is related to the cube of the wind speed). As Figure 5.14 illustrates, most of the Eau Claire County region is not well suited for commercial scale wind systems. However, this is a generalized assumption and there may be opportunities for small and commercial scale wind systems within the Planning Area. A certified wind site assessment can provide a more detailed understanding of the feasibility of this alternative energy source. These can be provided free of charge to communities through Focus On Energy. Currently there are no commercial or public wind energy systems in use within the City of Altoona.

Geothermal

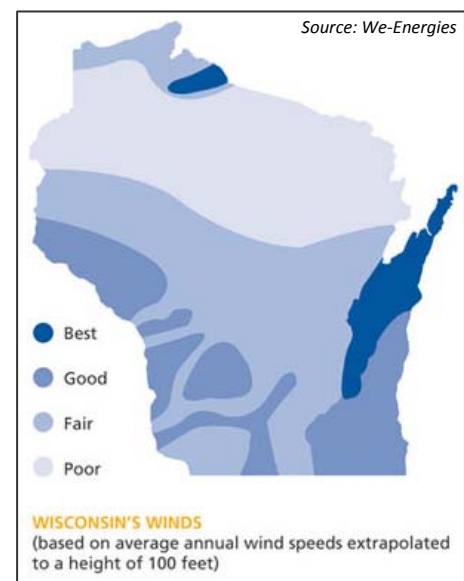
Geothermal power uses the natural sources of heat inside the Earth to produce heat or electricity. A geothermal heat pump takes advantage of this by transferring heat, stored in the ground, into a building during the winter, and transferring it out of the building and back into the ground during the summer. Currently, most geothermal power is generated using steam or hot water from underground. Currently there are no commercial or public geothermal systems in use within the City of Altoona.

Biofuel

Biofuels offer a local source of energy provided by fuels that can be grown or produced locally through agricultural or waste resources. Bio-fuels are derived from bio-mass and can be used for liquid bio-fuel or bio-gas production.

Crops and crop residues are the main source of biomass for the production of liquid bio-fuels. The primary food crops used for biofuel production in Wisconsin is corn (for ethanol production) and

Figure 5.16: Wisconsin Wind Energy Sources



soybeans (for biodiesel production); although other sources can also be used such as: agronomic crops (e.g. switchgrass), forestry crops (e.g. poplar), or residues (unused portions of crops or trees).

The main sources of biomass for biogas (methane) production are animal waste, landfills and wastewater treatment facilities. Animal waste is a persistent and unavoidable pollutant produced primarily by the animals housed in industrial sized farms. The use of digesters to produce methane from animal waste is growing as both an energy source and a means of waste management. Biogas production from animal waste is most effective in commercial size dairy farms (Refer to Section 5.5.1.3). Landfill gas can be burned either directly for heat or to generate electricity for public consumption. The same is true with regard to the secondary treatment of sewage in wastewater treatment facilities where gas can be harvested and burned for heat or electricity. Currently there are no biofuel facilities within the City of Altoona.

Hydroelectricity

Hydropower refers to using water to generate electricity. Hydro-electricity is usually sourced from large dams but Micro-hydro systems can use a small canal to channel the river water through a turbine. A micro-hydro system can produce enough electricity for a home, farm, or ranch. The potential energy source from a hydro system is determined by the head (the distance the water travels vertically) and the flow (the quantity of water flowing past a given point). The greater the head and flow, the more electricity the system can generate. Hydroelectric energy is limited both by available rivers (Refer to Section 5.5.2.3) and by competing uses for those rivers, such as recreation, tourism, industry, and human settlements. Currently there are no hydroelectric facilities within the City of Altoona.

5.4.8 Cemeteries

There are no cemeteries within the City of Altoona. The City does not initiate the development or expansion of cemeteries; however, they are regulated through the Altoona Zoning Code.

5.4.9 Health Care Facilities

The City has no general health care facilities of its own, although residents have access to a wide array of health care options in the City of Eau Claire. The 96-bed Oakwood Villa Nursing Home and three assisted living facilities provide for the specific long-term needs of seniors and others in Altoona. The City does not initiate the development or expansion of health care facilities; however, they are regulated through the Altoona Zoning Code.

5.4.10 Child Care Facilities

The City currently has eleven licensed child care facilities with a total capacity of 293 children. A twelfth facility may be opening in the near future. The City does not initiate the development or expansion of child care facilities; however, they are regulated through the Altoona Zoning Code.

5.4.11 Police & Emergency Services

City of Altoona Police and Fire Departments, both located at 1904 Spooner Avenue, are excellent. However, the announced cutbacks of Gold Cross may impact ambulance services, and is a primary concern at this time. The City remains open to discussions with adjacent communities and service providers to explore options to further maximize the efficiency and effectiveness of emergency services.

According to the *Community Survey*, 82.7% of respondents rated police protection as either "excellent" or "good;" 74.5% rated fire protection services as either "excellent" or "good;" 60.8% rated ambulance service as either "excellent" or "good." (Refer to Appendix A)

5.4.12 Libraries

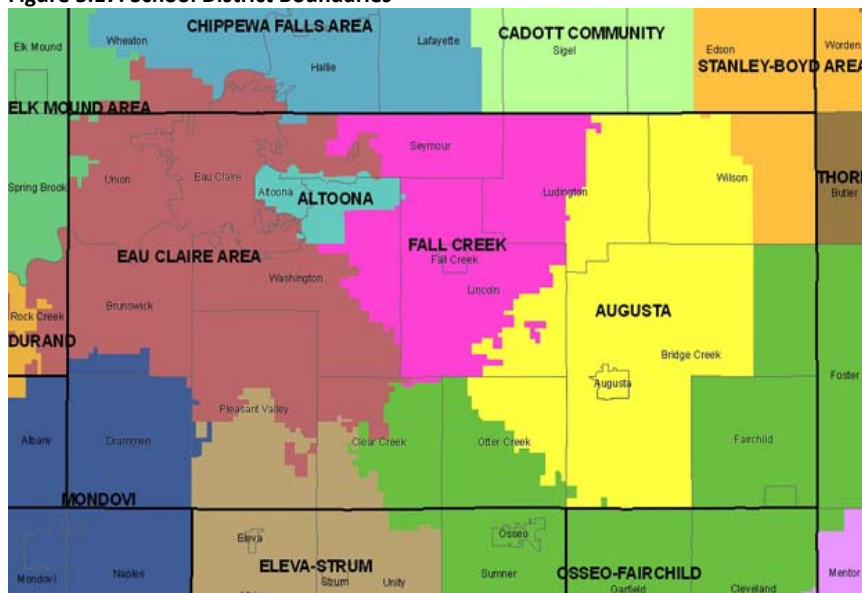
The newly expanded Public Library in City Hall has over 30,000 cataloged books, as well as periodicals, book-cassettes, and videos for all members of the family.

According to the *Community Survey*, 78.4% of respondents rated library services as either “excellent” or “good;” 67.3% rated the public school system as either “excellent” or “good.” (Refer to Appendix A)

5.4.13 Schools

The City of Altoona has three public schools, together serving approximately 1,400 students in grades K-12. Pederson Elementary (K-4), Altoona Middle School (5-8), and Altoona High School (9-12) are all centrally located in one area in the vicinity of 7th St. W and Bartlett Ave. Between 2001 and 2007, district enrollment increased slightly from 1,416 to 1,456 (2.8%). The school district may be considering the acquisition of additional property for future expansion, which should be closely coordinated with City plans for future development. The school district also encompasses portions of the towns of Lincoln, Seymour, and Washington.

Figure 5.17: School District Boundaries



In 2008, the City and School District completed a *Safe Routes to School Plan*. The purpose of the plan is to promote walking and biking to school to encourage healthier children and a cleaner environment. In order to accomplish these goals, the plan focuses on the 5 E’s: Engineering, Encouragement, Education, Enforcement, and Evaluation. Refer to the SRTS Plan for specific recommendations.

5.4.14 Other Government Facilities

City Hall, located at 1303 Lynn Ave., is in excellent condition and currently operates at approximately 80% capacity. There is room in the building for 1-2 more employees, and no known improvements or expansions are planned at this time. For maintenance and snow removal, the City owns and operates a loader, a backhoe, patrol trucks, and other miscellaneous equipment.

5.5 AGRICULTURAL, NATURAL & CULTURAL RESOURCES

This element provides a baseline assessment of the City of Altoona agricultural, natural, & cultural resources and contains information required under S566.1001. Information includes: productive agricultural areas, a natural resource inventory, and a cultural resource inventory. This information provides a basis for creating goals, objectives, policies, maps, and actions to guide the future development and maintenance of agricultural, natural, & cultural resources in the City of Altoona.

5.5.1 Agricultural Resource Inventory

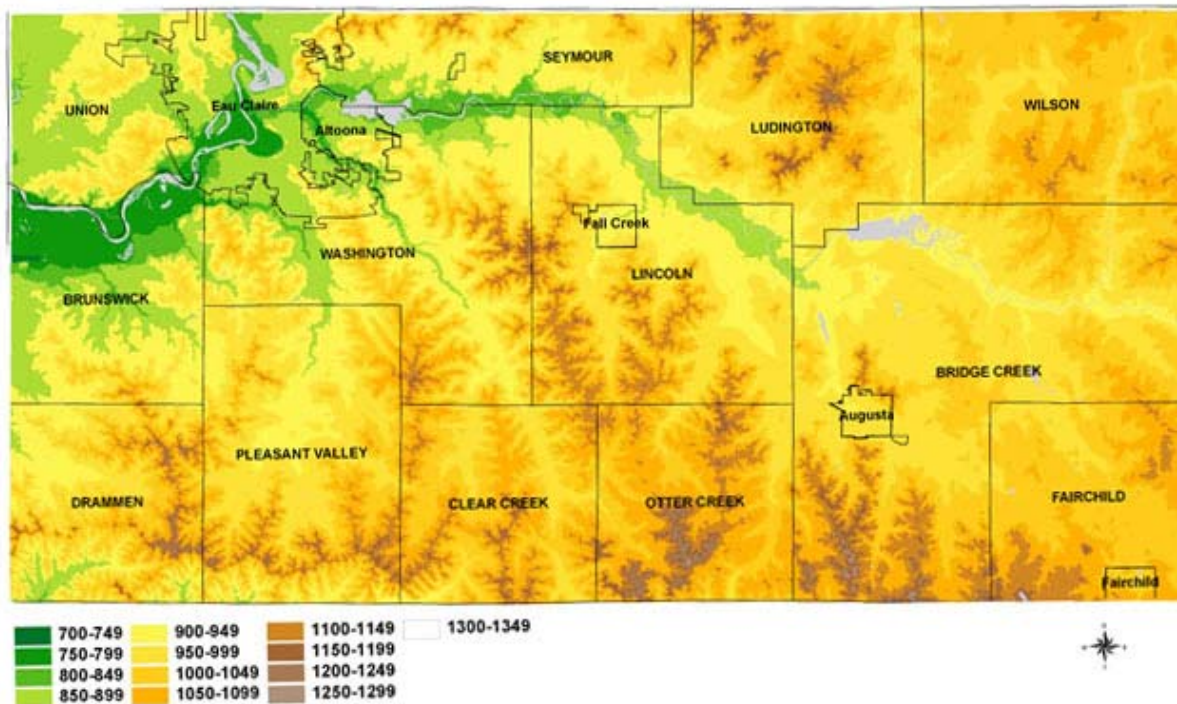
The following section details some of the important agricultural resources in the City of Altoona and Eau Claire County. The information comes from a variety of resources including the U.S. Census, U.S. Census of Agriculture, and the Eau Claire County Department of Land Conservation. Several other relevant plans exist and should be consulted for additional information:

- ❖ Eau Claire County Land and Water Resource Management Plan, 1999 & 2007
- ❖ Eau Claire County Farmland Preservation Plan, 1983
- ❖ Soil Survey of Eau Claire County, 1977

5.5.1.1 Geology and Topography

Eau Claire County lies mostly in the older glacial drift area, with a small southern portion in the driftless area. The bedrock is Upper Cambrian sandstone with some dolomite and shale deposits. Pre-Cambrian granite outcrops are found along the Eau Claire River. The general topography is an irregular plain, and elevations are considered level to gently rolling. The north and eastern parts of the County are mostly level but isolated hills and ridges occur. In the south, or driftless area, the terrain is far more severe and rugged. Loess deposits and limestone caps are common on the uplands and on higher divides. (Source: Eau Claire County Land and Water Resource Management Plan)

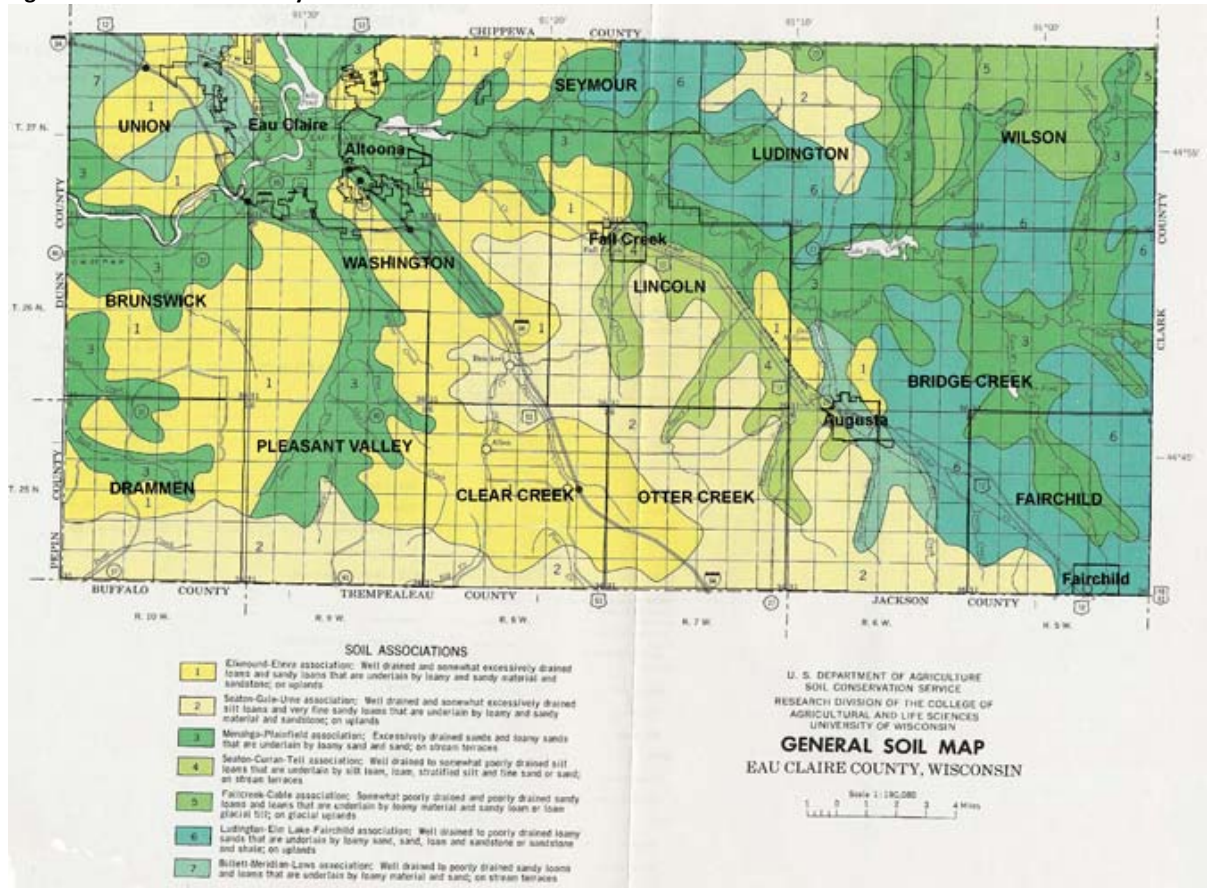
Figure 5.18: Eau Claire County Elevations (ft)



5.5.1.2 Productive Agricultural Soils

The Eau Claire County Soil Survey identifies seven soil associations. Of these, five are sandy loam ranging from excessively drained to poorly drained soils. These soil associations Elk Mound-Eleva (1), Menahga-Plainfield (3), Fall Creek-Cable (5), Ludington-Elm Lake (6), and Billet-Meridian (7) are found along streams and rivers, wet depressions and ridges and valleys. The Seaton-Gale-Urne (2) and Seaton-Curran-Tell (4) soil associations are silt loams that have the greatest potential for crop productions. The majority of this soil type is found in the center and southern portion of the County. This correlates to the main farming area of the County. (Source: Eau Claire County Land and Water Resource Management Plan)

Figure 5.19: Eau Claire County Soils



The City of Altoona Prime Soils Map depicts the location of prime farmland in and around the City. The “prime farmland” designates land that has the best combination of physical and chemical characteristics for producing food, feed, forage, fiber, and oilseed crops according to the Natural Resources Conservation Service. In general, prime farmlands: have an adequate and dependable water supply from precipitation or irrigation, a favorable temperature and growing season, acceptable acidity or alkalinity, acceptable salt and sodium content, few or no rocks, they are permeable to water and air, they are not excessively erodible or saturated with water for a long period of time, and they either do not flood frequently or are protected from flooding.

The Natural Resources Conservation Service also identifies soils according to their capability class. Capability classes show, in a general way, the suitability of soils for most kinds of field crops. The soils are classed according to their limitations when they are used for field crops, the risk of damage when they are used, and the way they respond to treatment. Soil capability classes are related to

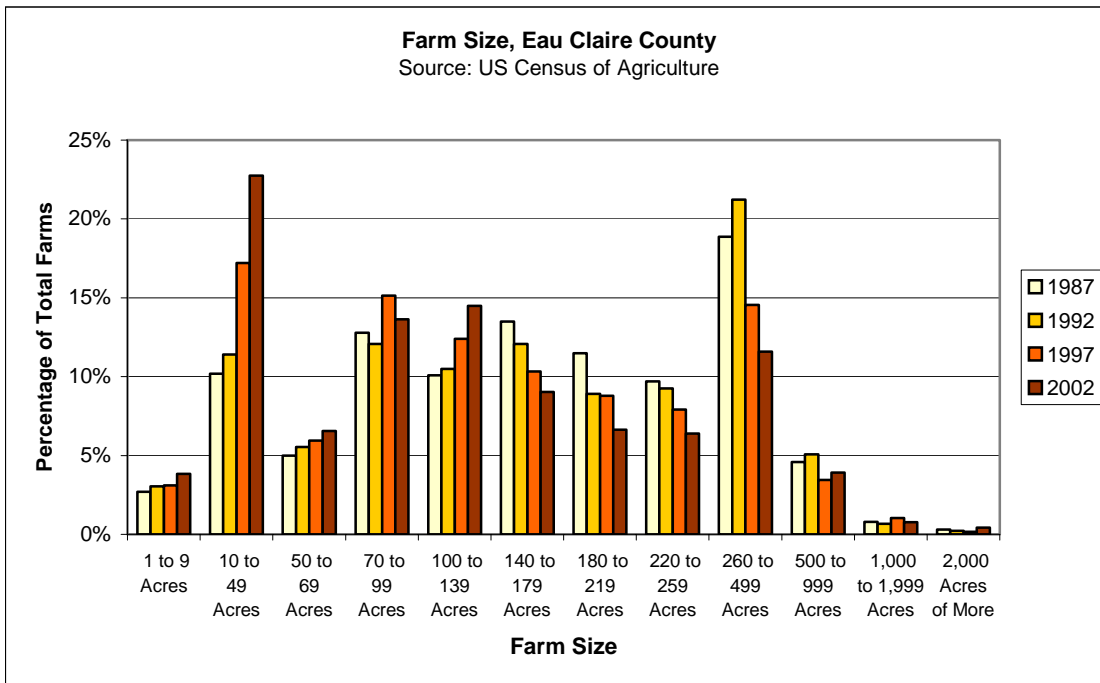
yields of specific crops with classes I through III being considered soils highly suited to agricultural activity. In general, soil capability class I & II correspond to those soils also designated as prime farmland. It should be noted that not all prime farm soils are used for farming; some have been developed with residential or other uses. The “prime farmland” designation simply indicates that these soils are good for productive farming; however, there are many factors such as historic agricultural activity, landcover, ownership patterns, interspersed natural or development limitations, and parcel fragmentation that contribute to or limit agricultural activity.

5.5.1.3 Farming Trends

Most farming data is not collected at the township level. However, assumptions can be made based on data collected at the County level. Figure 5.20 and Table 5.19 provide information on the number and size of farms in Eau Claire County from 1987 to 2002. Figure 5.20 illustrates how the proportion of small farms (all categories under 140 acres) have increased over the past two decades, while the proportion of mid-sized farms (140-500 acres) have steadily decreased. The most significant growth is seen in the number of farms between 10 and 49 acres.

The Agricultural Census defines a farm as any place from which \$1,000 or more of agricultural products were produced, and sold, during a year. Today many “farms” or “farmettes” qualify under this definition, but few are actually the traditional farms that people think of, 80 plus acres with cattle or dairy cows. These farmettes are typically less than 40 acres, often serve niche markets, or produce modest agricultural goods or revenue. In Eau Claire County, many small farms may be serving nearby urban markets with a diversity of vegetable, fruit, and horticultural products.

Figure 5.20: Farm Size 1987-2002, Eau Claire County



On the opposite end, the number of large farms over 500 acres (sometimes referred to as “factory farms,”) has stayed relatively stable since 1987 in Eau Claire County. A significant decline is seen clearly in the mid-sized farms- those between 140 and 500 acres. In 1987, these farms comprised 54% of all farms in the County, while in 2002, they accounted for only 34%.

Table 5.19 shows that on the whole, average farm size has decreased in the past two decades, while farm values and value per acre have increased significantly. An analysis of the most recently recorded trends (between 1997 and 2002) shows that the total number of farms in Eau Claire County remained relatively stable, increasing by (1%), while the acreage of farmland has decreased by 9,469 acres (4.4%). During this most recent period, the average farm size decreased from 216 to 174 acres.

Table 5.19: Farms and Land in Farms 1987-2002

Farms and Land in Farms	Eau Claire County 1987	Eau Claire County 1992	Eau Claire County 1997	Eau Claire County 2002	Percent Change 1997-2002
Number of Farms	1,001	886	1,162	1,174	1.0%
Land in Farms (acres)	215,964	189,905	213,767	204,298	-4.4%
Average Size of Farms (acres)	216	214	184	174	-5.4%
Market Value of Land and Buildings					
Average per Farm	\$139,507	\$169,264	\$181,016	\$305,577	68.8%
Average per Acre	\$654	\$769	\$959	\$1,783	85.9%

Source: US Census of Agriculture, Eau Claire County

Table 5.20 displays the number of farms by NAICS (North American Industrial Classification System) for Eau Claire County and Wisconsin, as reported for the 2002 Census of Agriculture. The largest percentage of farms in Eau Claire County is in the Sugarcane, Hay, and All Other category. Overall, the percentage of farms by category is fairly consistent with the percentages for the State.

Table 5.20: Number of Farms by NAICS

Types of Farms by NAICS	Eau Claire County		Wisconsin	
	Number of Farms 2002	Percentage of Farms 2002	Number of Farms 2002	Percentage of Farms 2002
Oilseed and grain (1111)	188	16.0%	12,542	16.3%
Vegetable and melon (1112)	14	1.2%	1,317	1.7%
Fruit and tree nut (1113)	14	1.2%	1,027	1.3%
Greenhouse, nursery, and floriculture (1114)	24	2.0%	2,284	3.0%
Tobacco (11191)	0	0.0%	188	0.2%
Cotton (11192)	0	0.0%	0	0.0%
Sugarcane, hay, and all other (11193, 11194, 11199)	371	31.6%	20,943	27.2%
Beef cattle ranching (112111)	168	14.3%	9,852	12.8%
Cattle feedlots (112112)	51	4.3%	3,749	4.9%
Dairy cattle and milk production (11212)	213	18.1%	16,096	20.9%
Hog and pig (1122)	8	0.7%	759	1.0%
Poultry and egg production (1123)	17	1.4%	910	1.2%
Sheep and goat (1124)	13	1.1%	1,117	1.4%
Animal aquaculture and other animal (1125, 1129)	93	7.9%	6,347	8.2%
Total	1,174	100.0%	77,131	100.0%

Source: US Census of Agriculture

5.5.1 Natural Resource Inventory

The following section details some of the important natural resources in the City of Altoona and Eau Claire County. The information comes from a variety of resources including the Wisconsin Department of Natural Resources and the Eau Claire County Department of Land Conservation. Several other relevant plans exist and should be consulted for additional information:

- ❖ Eau Claire County Land and Water Resource Management Plan, 1999 & 2007
- ❖ Soil Survey of Eau Claire County, 1977
- ❖ The State of the Lower Chippewa River Basin Report, 2001
- ❖ State of the Black Buffalo-Trempeleau River Basin Report, 2002
- ❖ Wisconsin Statewide Comprehensive Outdoor Recreation Plan, 2005-2010
- ❖ Wisconsin DNR Legacy Report, 2006

The 1999 Eau Claire County Land and Water Resource Management Plan identified four rural and three urban resource concerns for Eau Claire County as follows:

Rural:

- ❖ Overflow, leaking, or abandoned manure storage facilities
- ❖ Over-application of fertilizers/pesticides
- ❖ Stacking manure too close to water resources
- ❖ Unrestricted livestock access to streams/eroding streambanks

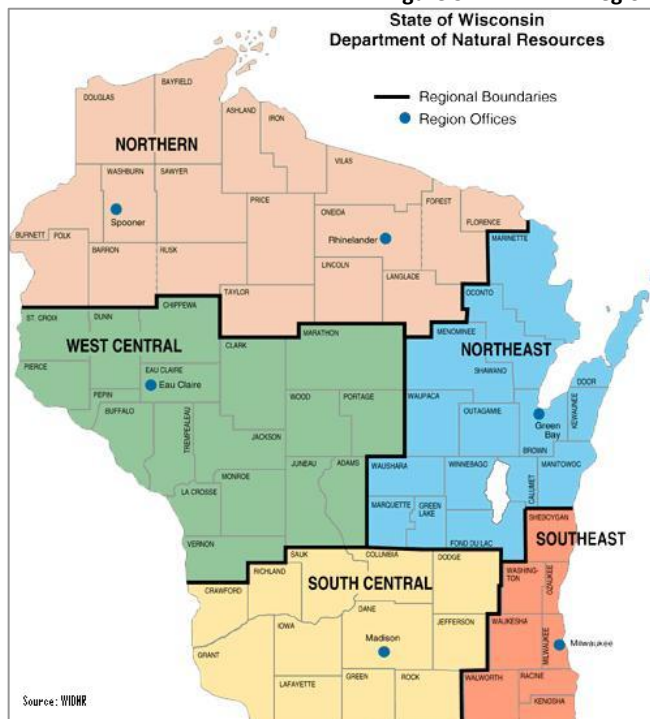
Urban:

- ❖ Waste materials dumped in storm drains
- ❖ Over-application of fertilizers and pesticides on yards, parks, and golf courses
- ❖ Loss of wetlands due to drainage or filling for development purposes

Eau Claire County is located within the West Central Region of the WIDNR. The Regional Office is located in the City of Eau Claire.

In an effort to put potential future conservation needs into context, the Natural Resources Board directed the Department of Natural Resources (DNR) to identify places critical to meet Wisconsin's conservation and outdoor recreation needs over the next 50 years. In 2006, after a three-year period of public input, the WIDNR completed the *Legacy Report*. The final report identifies 229 Legacy Places and 8 Statewide Needs and Resources. The Report identifies seven criteria that were used in order to identifying the types or characteristics of places critical to meeting Wisconsin's conservation and outdoor recreation needs. The seven criteria were:

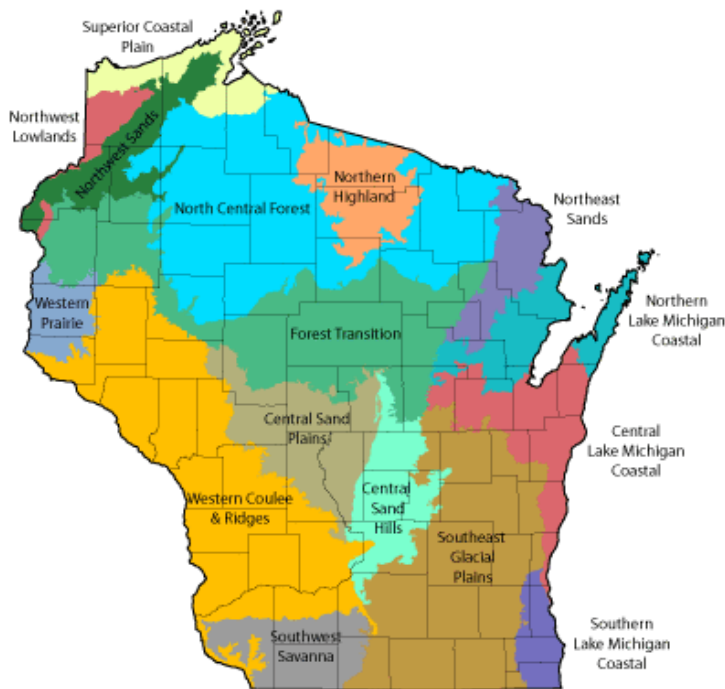
Figure 5.21: WIDNR Regions



1. **Protect and Maintain the Pearls** (protect the last remaining high quality and unique natural areas).
2. **Maintain Functioning Ecosystems:** keep common species common (protect representative, functional natural landscapes that help keep common species common).
3. **Maintain Accessibility and Usability of Public Lands and Waters** (protect land close to where people live and establish buffers that ensure these lands remain useable and enjoyable).
4. **Ensure Abundant Recreation Opportunities** (protect land with significant opportunity for outdoor activities)
5. **Think Big** (protect large blocks of ecologically functional landscapes).
6. **Connect the Dots:** create a network of corridors (link public and private conservation lands through a network of corridors).
7. **Protect Water Resources** (protect undeveloped or lightly developed shorelands, protect water quality and quantity, and protect wetlands).

The 229 Legacy Places range in size and their relative conservation and recreation strengths. They also vary in the amount of formal protection that has been initiated and how much potentially remains. Eau Claire County contains portions of three legacy places: Central Wisconsin Forests, Lower Chippewa River and Prairies, and Upper Chippewa River. Although there are none in the City, the three Legacy Places identified in Eau Claire County are Central Wisconsin Forests, Lower Chippewa River and Prairies, and Upper Chippewa River.

Figure 5.22: WIDNR Ecological Landscapes



Statewide, the Legacy Places are organized by 16 ecological landscapes, shown in Figure 5.22 (ecological landscapes are based on soil, topography, vegetation, and other attributes). The City of Altoona, and most of Eau Claire County is located within the Western Coulee & Ridges ecological landscape. Refer to the report for specific information. (Source: WIDNR Legacy Report, 2006)

5.5.2.1 Groundwater

Groundwater is the primary source of drinking water in the City of Altoona and the County as a whole. It is a critical resource, not only because it is used by residents as their source of water, but also because rivers, streams, and other surface water

depends on it for recharge. Groundwater contamination is most likely to occur where fractured bedrock is near ground surface, or where only a thin layer of soil separates the ground surface from the water table. According to the *WIDNR Susceptibility to Groundwater Contamination Map* (not shown), the City of Altoona generally ranks high-medium to high for susceptibility to groundwater contamination. Susceptibility to groundwater contamination is determined based on five physical resource characteristics: Bedrock Depth, Bedrock Type, Soil Characteristics, Superficial Deposits, Water Table Depth.

Groundwater can be contaminated through both point and non-point source pollution (NPS). The Environmental Protection Agency defines NPS as:

“Pollution which occurs when rainfall, snowmelt, or irrigation runs over land or through the ground, picks up pollutants, and deposits them into rivers, lakes, and coastal waters or introduces them into ground water.”

And point source pollution as:

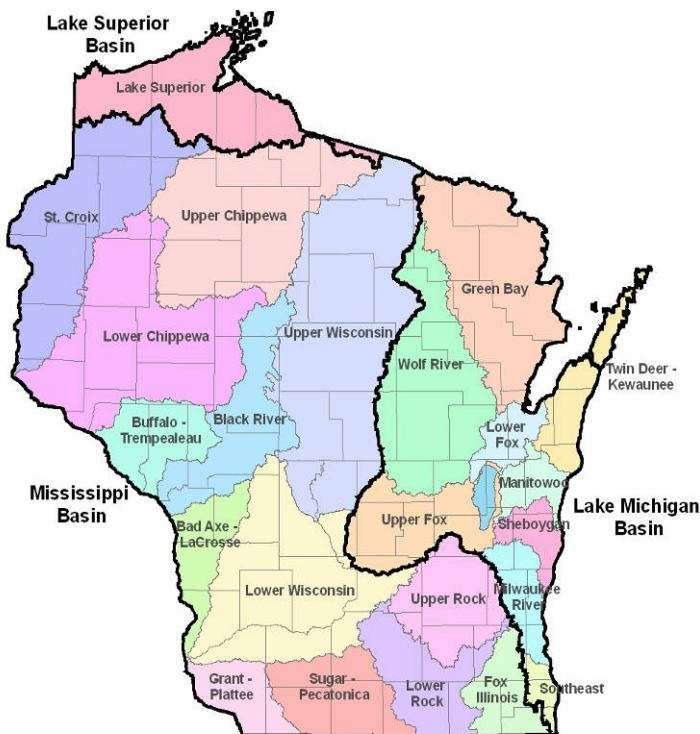
“Sources of pollution that can be traced back to a single point, such as a municipal or industrial wastewater treatment plant discharge pipe.”

According to the EPA, NPS pollution remains the Nation’s largest source of water quality problems and is the main reason why 40% of waterways are not clean enough to meet basic uses such as fishing or swimming. The most common NPS pollutants are sediment (erosion, construction) and nutrients (farming, lawn care). Areas that are most susceptible to contaminating groundwater by NPS pollution include:

- ❖ An area within 250 ft. of a private well or 1000 ft. of a municipal well
- ❖ An area within the Shoreland Zone (300 ft. from streams, 1000 ft. from rivers and lakes)
- ❖ An area within a delineated wetland or floodplain
- ❖ An area where the soil depth to groundwater or bedrock is less than 2 feet

5.5.2.2 Stream Corridors

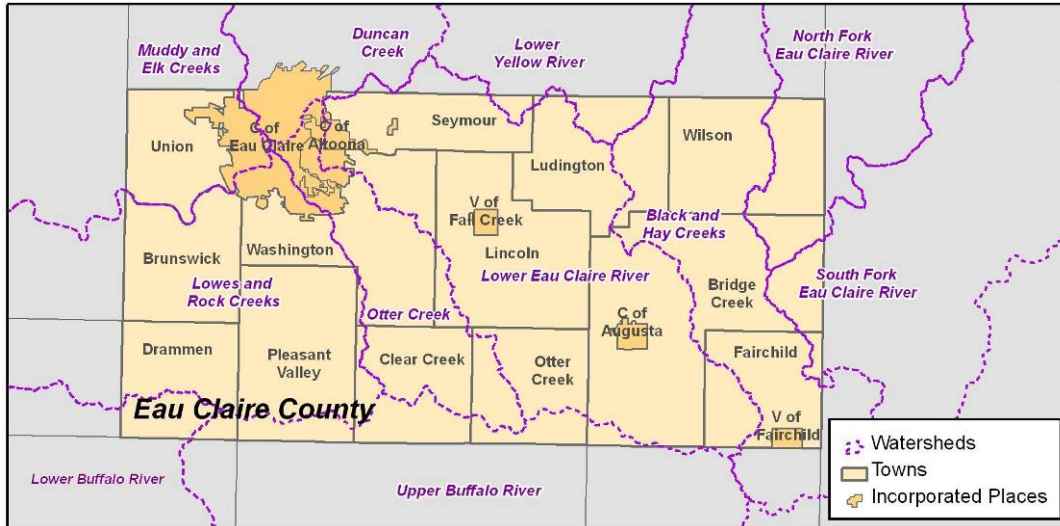
Figure 5.23: WIDNR River Basins & Water Management Units



Wisconsin is divided into three major River Basins each identified by the primary waterbody into which the basin drains (Figure 5.23). All of Eau Claire County is located within the Mississippi River Basin. The three basins are further subdivided into 24 Water Management Units. Eau Claire County is located within two WMUs, the Lower Chippewa WMU & Buffalo-Trempeleau WMU. The City of Altoona is located entirely within the Lower Chippewa WMU. Each WMU is further subdivided into one or more of Wisconsin’s 334 Watersheds. A watershed can be defined as an interconnected area of land draining from surrounding ridge tops to a common point such as a lake or stream confluence with a neighboring watershed.

The City of Altoona lies within two watersheds, Otter Creek and the Lower Eau Claire River (Figure 5.24). In 2001, the WIDNR released the first *State of the Lower Chippewa River Basin Report*, and in 2002, the *State of the Black-Buffalo-Trempealeau River Basin Report*. The goal of the reports is to inform basin residents and decision-makers about the status of their resource base so that they can make informed, thoughtful decisions that will protect and improve the future state of the basins. Refer to these reports for more information.

Figure 5.24: Eau Claire County Watersheds



From year 1983 to 1994, the Lower Eau Claire River watershed was the focus of a large-scale WIDNR Priority watershed project focused on agricultural conservation practices such as no-till farming, fencing streambanks. Goals regarding reduction in soil erosion and animal waste run-off were met or exceeded during the project.

5.5.2.3 Surface Water

With the exception of a small area along the southern County boundary in the Buffalo-Trempealeau River Basin, all surface water features in the County are part of the Lower Chippewa River Basin. The Eau Claire River and Chippewa River dominate the surface water features. Half of the roughly 330 miles of streams in the county are trout streams, and seven of these totaling 15 miles are Class 1 Trout Streams. Of eleven lakes in the county, four are over 100 acres in size and include Altoona (840 acres), Eau Claire (860 acres), Dells Pond (739 acres), and Half Moon (132 acres).

Lake Altoona is part of a *Rehabilitation & Protection District*. The objective of the Lake District is to maintain the quality of Lake Altoona for all residents of Eau Claire County. Funding is derived from two major sources. The Lake District has statutory power to tax those residing in the district. Because the majority of the lake users are not members of the district, the County has in the past appropriated funds with the intent to equal the revenue raised by the district levee. The Lake Altoona Board is responsible for:

- ❖ Initiating and coordinating research and surveys for the purpose of gathering data on the lake, related shorelands, and the drainage basin. [Sec. 33.29 (1) (a)]
- ❖ Planning lake protection and rehabilitation projects. [Sec. 33.29 (1) (b)]
- ❖ Contacting and attempting to secure the cooperation of units of general-purpose government in the area for the purpose of enacting ordinances deemed necessary by the Board to further the objectives of the District. [Sec. 33.29 (1) (c)]

- ❖ Adopting and carrying out lake protection and rehabilitation plans and obtaining any necessary permits therefore. [Sec. 33.29 (1) (d)]
- ❖ Maintaining liaison with those officials of state government involved in lake protection and rehabilitation. [Sec. 33.29 (1) (e)]

Surface water resources, consisting of rivers, streams, lakes, and associated floodplains, form an integral element of the natural resource base of Eau Claire County and the City of Altoona. Surface water resources influence the physical development of an area, provide recreational opportunities, and enhance the aesthetic quality of the area. Rivers, streams, and lakes constitute focal points of water related recreational activities; provide an attractive setting for properly planned residential development; and, when viewed in context of the total landscape, greatly enhance the aesthetic quality of the environment. Surface water resources are susceptible to degradation through improper rural and urban land use development and management. Water quality can be degraded by excessive pollutant loads, including nutrient loads, that result from malfunctioning and improperly located onsite sewage disposal systems; urban runoff, runoff from construction sites, and careless agricultural practices. The water quality of streams and ground water may also be adversely affected by the excessive development of surface water areas combined with the filling of peripheral wetlands (which if left in a natural state serve to entrap and remove plant nutrients occurring in runoff, thus reducing the rate of nutrient enrichment of surface waters that results in weed and algae growth).

Perennial streams are defined as watercourses that maintain, at a minimum, a small continuous flow throughout the year except under unusual drought conditions. The perennial streams in the City of Altoona are shown on the Water Resources Map.

Outstanding & Exceptional Waters

Wisconsin has classified many of the State's highest quality waters as Outstanding Resource Waters (ORWs) or Exceptional Resource Waters (ERWs). The WIDNR conducted a statewide evaluation effort in the early 1990's to determine which waters qualified for ORV and ERW classification. According to the State of the Lower Chippewa River Basin report, Eau Claire County has no ORWs, but seven ERWs as follows:

- ❖ Beaver Creek
- ❖ Clear Creek
- ❖ Creek 15-2 (T27N R7W)
- ❖ Creek 16-2 (T27N R7W- also known as Little Beaver Creek)
- ❖ Darrow Creek
- ❖ Hay Creek
- ❖ Lowes Creek
- ❖ Sevenmile Creek

According to the *1999 Land and Water Resource Management Plan*, there are 25 miles of Class I trout streams in Eau Claire County. Class I streams are defined as high quality waters having sufficient natural reproduction to sustain populations of wild trout. All Class I streams are classified as Exceptional Resource Waters under NR 102, the administrative rules establishing water quality standards for Wisconsin surface waters.

Impaired Waters

The listing of waters under the *Clean Water Act* (s.303(d)) must occur every two years under current U.S. Environmental Protection Agency (EPA) requirements. This list identifies waters which are not meeting water quality standards, including both water quality criteria for specific substances or the designated uses, and is used as the basis for development of Total Maximum Daily Loads (TMDLs) under the provisions of section 303(d)(1)(c) of the Act. Impaired waters are listed within Wisconsin's 303(d) Waterbody Program and are managed by the WDNR's Bureau of Watershed Management. According to the WDNR 2006 Proposed Impaired Waters list, two water bodies within the County- both under City of Eau Claire jurisdiction- are impaired waters. Half Moon Lake was added to the list in 1998 due to a high concentration of phosphorus and sediment, and a one-mile stretch of the Chippewa River was listed in 1998 for a high concentration of metals and PCBs.

5.5.2.4 Floodplains

Floods are the nation's and Wisconsin's most common natural disaster and therefore require sound land use plans to minimize their effects. Benefits of floodplain management are the reduction and filtration of sediments into area surface waters, storage of floodwaters during regional storms, habitat for fish and wildlife, and reductions in direct and indirect costs due to floods.

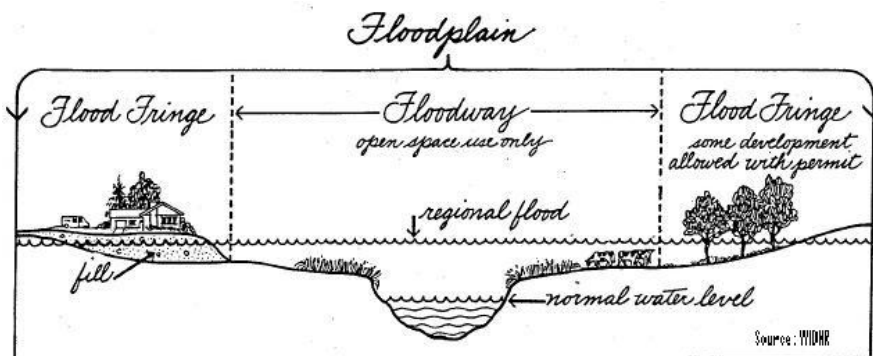
Direct Costs:

- ❖ Rescue and Relief Efforts
- ❖ Clean-up Operations
- ❖ Rebuilding Public Utilities & Facilities
- ❖ Rebuilding Uninsured Homes and Businesses
- ❖ Temporary Housing Costs for Flood Victims

Indirect Costs:

- ❖ Business Interruptions (lost wages, sales, production)
- ❖ Construction & Operation of Flood Control Structures
- ❖ Cost of Loans for Reconstructing Damaged Facilities
- ❖ Declining Tax Base in Flood Blight Areas
- ❖ Subsidies for Flood Insurance

Figure 5.25: Diagram of a Floodplain



The Water Resources Map displays the floodplain areas in the Planning Area. The Federal Emergency Management Agency (FEMA) designates floodplain areas. A flood is defined as a general and temporary condition of partial or

complete inundation of normally dry land areas. The area inundated during a flood event is called the floodplain. The floodplain includes the floodway, the floodfringe, and other flood-affected areas. The floodway is the channel of a river and the adjoining land needed to carry the 100-year flood discharge. Because the floodway is characterized by rapidly moving and treacherous water, development is severely restricted in a floodway. The floodfringe, which is landward of the

floodway, stores excess floodwater until it can be infiltrated or discharged back into the channel. During a regional flood event, also known as the 100-year, one-percent, or base flood, the entire floodplain or Special Flood Hazard Area (SFHA) is inundated to a height called the regional flood elevation (RFE).

Floodplain areas generally contain important elements of the natural resource base such as woodlands, wetlands, and wildlife habitat; therefore they constitute prime locations necessary for park, recreation, and open space areas. Every effort should be made to discourage incompatible urban development of floodplains and to encourage compatible park, recreation, and open space uses.

(Source: WIDNR Floodplain & Shoreland Zoning Guidebook)

Floodplain zoning applies to counties, cities and villages. Section 87.30, Wis. Stats., requires that each county, village and city shall zone, by ordinance, all lands subject to flooding. Chapter NR 116, Wis. Admin. Code requires all communities to adopt reasonable and effective floodplain zoning ordinances within their respective jurisdictions to regulate all floodplains where serious flood damage may occur within one year after hydraulic and engineering data adequate to formulate the ordinance becomes available. Refer to the Eau Claire County Floodplain Ordinance.

5.5.2.5 Wetlands

Wetlands are areas in which water is at, near, or above the land surface and which are characterized by both hydric soils and by the hydrophytic plants such as sedges, cattails, and other vegetation that grow in an aquatic or very wet environment. Wetlands generally occur in low-lying areas and near the bottom of slopes, particularly along lakeshores and stream banks, and on large land areas that are poorly drained. Under certain conditions wetlands may also occur in upland areas. The Water Resources Map displays the wetland areas in the Planning Area. Wetlands accomplish important natural functions, including:

- ❖ Stabilization of lake levels and stream flows,
- ❖ Entrapment and storage of plant nutrients in runoff (thus reducing the rate of nutrient enrichment of surface waters and associated weed and algae growth),
- ❖ Contribution to the atmospheric oxygen and water supplies,
- ❖ Reduction in stormwater runoff (by providing areas for floodwater impoundment and storage),
- ❖ Protection of shorelines from erosion,
- ❖ Entrapment of soil particles suspended in stormwater runoff (reducing stream sedimentation),
- ❖ Provision of groundwater recharge and discharge areas,
- ❖ Provision of habitat for a wide variety of plants and animals, and
- ❖ Provision of educational and recreational activities.

The *Wisconsin Wetland Inventory (WWI)* was completed in 1985. Pre-European settlement wetland figures estimate the state had about 10 million acres of wetlands. Based on aerial photography from 1978-79, the WWI shows approximately 5.3 million acres of wetlands remaining in the state representing a loss of about 50% of original wetland acreage. This figure does not include wetlands less than 2 or 5 acres in size (minimum mapping unit varies by county); and because the original WWI utilized aerial photographs taken in the summer, some wetlands were missed. In addition, wetlands that were farmed as of the date of photography used and then later abandoned due to wet conditions were not captured as part of the WWI. According to the an interpretation of

Wisconsin satellite imagery provided by the WI DNR, Eau Claire County currently has approximately 46,939 acres of wetlands covering 11.4% of the land area in the county as a whole.

Wetlands are not conducive to residential, commercial, and industrial development. Generally, these limitations are due to the erosive character, high compressibility and instability, low bearing capacity, and high shrink-swell potential of wetland soils, as well as the associated high water table. If ignored in land use planning and development, those limitations may result in flooding, wet basements, unstable foundations, failing pavement, and excessive infiltration of clear water into sanitary sewers. In addition, there are significant onsite preparation and maintenance costs associated with the development of wetland soils, particularly as related to roads, foundations, and public utilities. Recognizing the important natural functions of wetlands, continued efforts should be made to protect these areas by discouraging costly, both in monetary and environmental terms, wetland draining, filling, and urbanization. The Wisconsin DNR and the US Army Corp of Engineers require mitigation when natural wetland sites are destroyed.

5.5.2.6 Threatened or Endangered Species

While the conservation of plants, animals and their habitat should be considered for all species, this is particularly important for rare or declining species. The presence of one or more rare species and natural communities in an area can be an indication of an area's ecological importance and should prompt attention to conservation and restoration needs. Protection of such species is a valuable and vital component of sustaining biodiversity.

Both the state and federal governments prepare their own separate lists of such plant and animal species but do so working in cooperation with one another. The WI-DNR's Endangered Resources Bureau monitors endangered, threatened, and special concern species and maintains the state's Natural Heritage Inventory (NHI) database. The NHI maintains data on the locations and status of rare species in Wisconsin and these data are exempt from the open records law due to their sensitive nature. According to the Wisconsin Endangered Species Law, it is illegal to:

1. Take, transport, possess, process or sell any wild animal that is included on the Wisconsin Endangered and Threatened Species List;
2. Process or sell any wild plant that is a listed species;
3. Cut, root up, sever, injure, destroy, remove, transport or carry away a listed plant on public lands or lands a person does not own, lease, or have the permission of the landowner.

There are exemptions to the plant protection on public lands for forestry, agriculture and utility activities. In some cases, a person can conduct the above activities if permitted under a Department permit (i.e. "Scientific Take" Permit or an "Incidental Take" Permit).

Table 5.21 list those elements contained in the NHI inventory for the City of Altoona. These elements represent "known" occurrence and additional rare species and their habitat may occur in other locations but are not recorded within the NHI database. For a full list of elements known to occur in Eau Claire County & Wisconsin visit the WIDNR's Endangered Resources Bureau.

- ❖ Endangered Species - one whose continued existence is in jeopardy and may become extinct.
- ❖ Threatened Species - one that is likely, within the foreseeable future, to become endangered.
- ❖ Special Concern Species - one about which some problem of abundance or distribution is suspected but not proven.

Table 5.21: Natural Heritage Inventory

Group	Scientific Name	Common Name	State Status	Date Listed
BIRD	BUTEO LINEATUS	RED-SHOULDERED HAWK	THR	1997
COMMUNITY	MOIST CLIFF	MOIST CLIFF	NA	1977
COMMUNITY	NORTHERN DRY-MESIC FOREST	NORTHERN DRY-MESIC FOREST	NA	1977
COMMUNITY	FLOODPLAIN FOREST	FLOODPLAIN FOREST	NA	1977
FISH	ACIPENSER FULVESCENS	LAKE STURGEON	SC/H	1991
FISH	CYCLEPTUS ELONGATUS	BLUE SUCKER	THR	1995
FISH	MOXOSTOMA CARINATUM	RIVER REDHORSE	THR	1977
FISH	MOXOSTOMA VALENCIENNESI	GREATER REDHORSE	THR	1977
INVERTEBRATE	LYCAEIDES MELISSA SAMUELIS	KARNER BLUE BUTTERFLY	SC/FL	1992
INVERTEBRATE	ALASMIDONTA MARGINATA	ELKTOE	SC/H	1998
INVERTEBRATE	TRITOGONIA VERRUCOSA	BUCKHORN	THR	1992
PLANT	ADOXA MOSCHATELLINA	MUSK-ROOT	THR	1986
PLANT	DIARRHENA OBOVATA	BEAK GRASS	END	1988
PLANT	PLATANHERA HOOKERI	HOOKER ORCHIS	SC	1915
PLANT	CAREX ASSINIBOINENSIS	ASSINIBOINE SEDGE	SC	1992

Source: WIDNR NHI, City of Altoona

NOTE: END = Endangered; THR = Threatened; SC = Special Concern; NA = Not applicable, SC/N = Regularly occurring, usually migratory and typically non-breeding species for which no significant or effective habitat conservation measures can be taken in Wisconsin, SC/H = Of historical occurrence in Wisconsin, perhaps having not been verified in the past 20 years, and suspected to be still extant. Naturally, an element would become SH without such a 20-year delay if the only known occurrence were destroyed or if it had been extensively and unsuccessfully looked for.*

The *Federal Endangered Species Act (1973)* also protects animals and plants that are considered endangered or threatened at a national level. The law prohibits the direct killing, taking, or other activities that may be detrimental to the species, including habitat modification or degradation, for all federally listed animals and designated critical habitat. Federally listed plants are also protected but only on federal lands.

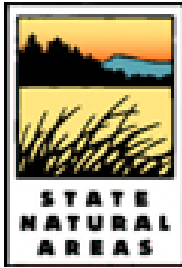
5.5.2.7 Forests & Woodlands

Under good management forests, or woodlands, can serve a variety of beneficial functions. In addition to contributing to clean air and water and regulating surface water runoff, the woodlands contribute to the maintenance of a diversity of plant and animal life in association with human life. Unfortunately, woodlands, which require a century or more to develop, can be destroyed through mismanagement in a comparatively short time. The destruction of woodlands, particularly on hillsides, can contribute to stormwater runoff, the siltation of lakes and streams, and the destruction of wildlife habitat. Woodlands can and should be maintained for their total values; for scenery, wildlife habitat, open space, education, recreation, and air and water quality protection.

Refer to the Land Cover Map for the locations of woodlands in the Planning Area. Major cover types include mixed hardwoods such as aspen, oak, red pine, white pine, and jack pine. The major natural resource concerns associated with forested land in Eau Claire County are increased demand for pressure for recreational uses such as mountain biking and ATV trails, timber harvest and clearing for residential development, and the spread of invasive exotic species such as buckthorn, honeysuckle, garlic mustard, and gypsy moths. (Source: Eau Claire County Forest Comprehensive Land Use Plan)

5.5.2.8 Environmentally Sensitive Areas & Wildlife Habitat

Taken together, surface waters, wetlands, floodplains, woodlands, steep slopes, and parks represent environmentally sensitive areas that deserve special consideration in local planning. Individually all of these resources are important areas, or “rooms,” of natural resource activity. They become even more functional when they can be linked together by environmental corridors, or “hallways.” Wildlife, plants, and water all depend on the ability to move freely within the environment from room to room. Future planning should maintain and promote contiguous environmental corridors in order to maintain the quantity and quality of the natural ecosystem.



The WIDNR maintains other significant environmental areas through its State Natural Areas (SNA) program. State Natural Areas protect outstanding examples of Wisconsin's native landscape of natural communities, significant geological formations and archeological sites. Wisconsin's **418** State Natural Areas are valuable for research and educational use, the preservation of genetic and biological diversity, and for providing benchmarks for determining the impact of use on managed lands. They also provide some of the last refuges for rare plants and animals. In fact, more than 90% of the plants and 75% of the animals on Wisconsin's list of endangered and threatened species are protected on SNAs. Site protection is accomplished by several means, including land acquisition from willing sellers, donations, conservation easements, and cooperative agreements. Areas owned by other government agencies, educational institutions, and private conservation organizations are brought into the natural area system by formal agreements between the DNR and the landowner. The SNA Program owes much of its success to agreements with partners like The Nature Conservancy, USDA Forest Service, local Wisconsin land trusts, and county governments. (Source: WI DNR)

There are no SNAs in the City of Altoona; but there are six located in Eau Claire County. Most SNA's are open to the public; however these sites usually have limited parking and signage. Visit the WIDNR Bureau of Endangered Resources for more information each location.

1. Putnam Park (105 acres, UW-Eau Claire Campus)
2. Coon Fork Barrens (580 acres, T26N –R5W, Sections 19,20,28,29,30)
3. South Fork Barrens (120 acres, T26N-R5W, Section 14 SW ¼)
4. Pea Creek Sedge Meadow (200 acres, T25N-R5W, Sections 3,4)
5. North Fork Eau Claire River (367 acres, T25N-R5W, Sections 2,3,10,11)
6. Canoe Landing Prairie (44 acres, T26N-R5W, Sections 15,16)

5.5.2.9 Metallic & Non-Metallic Mineral Resources

Mineral resources are divided into two categories, metallic and non-metallic resources. Metallic resources include lead and zinc. Nonmetallic resources include sand, gravel, and limestone. In June of 2001, all Wisconsin counties were obliged to adopt an ordinance for nonmetallic mine reclamation. (Refer to Eau Claire County Department of Zoning) The purpose of the ordinance is to achieve acceptable final site reclamation to an approved post-mining land use in compliance with uniform reclamation standards. Uniform reclamation standards address environmental protection measures including topsoil salvage and storage, surface and groundwater protection, and concurrent reclamation to minimize acreage exposed to wind and water erosion. After reclamation many quarries become possible sites for small lakes or landfills. Identification of quarry operations is necessary in order to minimize nuisance complaints by neighboring uses and to identify areas that may have additional transportation needs related to trucking. There are no known quarries in the City of Altoona. Refer to the Bedrock Geology Map for information on potential sand and gravel deposits in the Planning Area.

5.5.3 Cultural Resource Inventory

The following section details some of the important cultural resources in the City of Altoona and Eau Claire County. Cultural resources, programs, and special events are very effective methods of bringing people of a community together to celebrate their cultural history. Not only do these special events build community spirit, but they can also be important to the local economy. Unfortunately, there are many threats to the cultural resources of a community. Whether it is development pressure, rehabilitation and maintenance costs, or simply the effects of time, it is often difficult to preserve the cultural resources in a community. Future planning within the community should minimize the effects on important cultural resources in order to preserve the character of the community.

Eau Claire County had its beginning in the summer of 1855 as the Town of Clearwater (“Clear watter” in early documents), when Chippewa County was divided into three parts. Less than one year later, the name was changed to the Town of Eau Claire, and by fall of 1856, Eau Claire County was officially created. In the spring of 1887, the City of Altoona was incorporated.

The original village was platted by City of Eau Claire officials in 1881 and was named East Eau Claire. The railroad had reached Eau Claire in 1870, and in 1872, the separate villages of Eau Claire, Eau Claire City and North Eau Claire were incorporated as the City of Eau Claire. East Eau Claire, four miles distant and just empty wasteland, was not included in the charter. In 1880 when railroad officials decided to locate a division point between St. Paul and Elroy. They selected Fall Creek, purchased land there and preliminary plans for repair shops and other buildings were drawn up. The mayor of Eau Claire, W. F. Bailey, induced railroad officials to locate its eastern division in East Eau Claire instead of Fall Creek where land had been purchased for this purpose. In 1887, the village was granted its charter by the State legislature with the new name of Altoona (after the famous Altoona Pennsylvania railroad yards). The story is that Altoona officials went to Madison and obtained the charter without the knowledge of Eau Claire officials, which had full intentions of incorporating the area into the City of Eau Claire. The first Mayor was James K. Brassill. The presence of the railroad attracted business and housing construction and from there, the City of Altoona began to grow. (Source: “History of Eau Claire County, Wisconsin, Past and Present, 1914”)

Other important dates include:

- 1874 – Telegraph Station established
- 1881 – Village of East Eau Claire platted
- 1883 – Post office established
- 1887 – City of Altoona established
- 1892 – First school created
- 1896 – First newspaper (Altoona Headlight)
- 1900s – Telephone & electrical service started
- 1919 – First community well
- 1929 – First community sewage system

5.5.3.1 Historical Resources

Wisconsin Historical Markers identify, commemorate and honor the important people, places, and events that have contributed to the state’s heritage. The WI Historical Society’s Division of Historic Preservation administers the Historical Markers program. There is only one registered historical marker in Eau Claire County:

- ❖ Silver Mine Ski Jump, Wayside #4 STH 85, .5 miles west of STH 37

The *Architecture and History Inventory (AHI)* is a collection of information on historic buildings, structures, sites, objects, and historic districts throughout Wisconsin. The AHI is comprised of written text and photographs of each property, which document the property's architecture and history. Most properties became part of the Inventory as a result of a systematic architectural and historical survey beginning in 1970s. Caution should be used as the list is not comprehensive and some of the information may be dated, as some properties may be altered or no longer exist. Due to funding cutbacks, the Historical Society has not been able to properly maintain the database. In addition, many of the properties in the inventory are privately owned and are not open to the public. Inclusion of a property conveys no special status, rights or benefits to the owners. Contact the Wisconsin Historical Society Division of Historic Preservation for more information about the inventory.

Table 5.22: Architecture and History Inventory, City of Altoona

AHI ID #	T,R,S	Location	Resource Type - Style	Historic Name
25608		Bartlett Ave, 1603 at 2nd St, E, SW Corner	house	
25609		1st St., W, and Garfield, NW Corner	church	
25610		Garfield Ave, 1621, at 2nd St, E, SE Corner	house	
25611		Garfield Ave & Division St, SE Corner	house	
25613		Lynn Avenue, 1803	church	
25614		2nd St, W, 527, at Bartlett St., NE Corner	church	
25615		Spooner Ave, 1728	depot	

Source: State Historical Society AHI Inventory, City of Altoona

The *Archaeological Site Inventory (ASI)* is a collection of archaeological sites, mounds, unmarked cemeteries, marked cemeteries, and cultural sites throughout Wisconsin. Similar to the AHI, the ASI is not a comprehensive or complete list; it only includes sites reported to the Historical Society. The Historical Society estimates that less than 1% of the archaeological sites in the state have been identified. Wisconsin law protects Native American burial mounds, unmarked burials, and all marked and unmarked cemeteries from intentional disturbance. Contact the Wisconsin Historical Society Division of Historic Preservation for more information about the inventory.

Table 5.23: Archaeological Site Inventory, City of Altoona

ASH ID #	T,R,S	Site Name	Site Type
<i>No Records for the City of Altoona</i>			

Source: State Historical Society ASI Inventory

Some resources are deemed so significant that they are listed as part of the *State and National Register of Historic Places*. The

National Register is the official national list of historic properties in American worthy of preservation, maintained by the National Park Service. The State Register is Wisconsin's official listing of state properties determined to be significant to Wisconsin's heritage and is maintained by the Wisconsin Historical Society Division of Historic Preservation. Both listings include sites, buildings, structures, objects, and districts that are significant in national, state, or local history. There are no resources within the City on the National Register of Historic Places.

The establishment of a historical preservation ordinance and commission is one of the most proactive methods a community can take to preserve cultural resources. A historical preservation ordinance typically contains criteria for the designation of historic structures, districts, or places, and procedures for the nomination process. The ordinance further regulates the construction, alteration and demolition of a designated historic site or structure. A community with a historic preservation ordinance may apply for CLG status (Altoona currently does not have CLG status), with the Wisconsin State Historical Society. Once a community is certified, they become eligible for:

- ❖ Matching sub-grants from the federal Historic Preservation Fund,
- ❖ Use of Wisconsin Historic Building Code,
- ❖ Reviewing National Register of Historic Places nominations allocated to the state.

5.6 ECONOMIC DEVELOPMENT

This element provides a baseline assessment of the City of Altoona economic development and contains information required under S566.1001. Information includes: labor market statistics, economic base statistics, strength & weaknesses for economic development, analysis of business & industry parks, and environmentally contaminated sites. This information provides a basis for creating goals, objectives, policies, maps, and actions to guide the future economic development activities in the City of Altoona.

5.6.1 Labor Market

Table 5.24: Employment Status of Civilians 16 Years or Older

Community	City of Altoona	Eau Claire County	Wisconsin
In Labor Force (1990)	3,085	44,329	2,598,898
Unemployment Rate	8.4%	5.0%	4.3%
In Labor Force (2000)	3,581	53,384	2,996,091
Unemployment Rate	2.8%	3.2%	3.4%
In Labor Force (2005)	n.a.	54,312	3,041,470
Unemployment Rate	n.a.	4.1%	4.7%

Source: WI Department of Workforce Development; US Census

Table 5.24 details the employment status of workers in the City of Altoona as compared to Eau Claire County and the State. Unemployment rates for cities of Altoona’s size are only collected during the U.S. Decennial Census; therefore, 2005 data was not available. However, unemployment rates for Eau Claire County tend to be below the State and national rates.

Table 5.25: Class of Worker

Class of Worker	City of Altoona	Eau Claire County	Wisconsin
Private Wage & Salary	80.7%	78.9%	81.1%
Government Worker	14.2%	14.7%	12.5%
Self-Employed	5.1%	6.1%	6.1%
Unpaid Family Worker	0.0%	0.2%	0.3%
Total	100.0%	100.0%	100.0%

Source: US Census

Table 5.25 indicates the percentage of workers by class for the City of Altoona, Eau Claire County and the State, in year 2000. As shown, percentages in the City closely resemble those of Eau Claire County. Figure 5.26 and Table 5.26 describes the workforce by occupation within the City, County and State in year 2000. Occupation refers to what job a person holds, regardless of the industry type. The highest percentage of occupations of employed Altoona residents is in the Management, Professional & Related category (28%), which also ranks highest for Eau Claire County and the State. This occupation type is followed closely by Sales and Office (27%). According to the 2000 Census, no Altoona residents were employed at that time in Farm, Fishing or Forestry occupations.

Table 5.26: Employment by Occupation

Occupations	City of Altoona Number	City of Altoona Percent	Eau Claire County Number	Eau Claire County Percent	Wisconsin Number	Wisconsin Percent
Prod, Trans & Mat. Moving	515	14.8%	7,749	15.6%	540,930	19.8%
Const, Extraction & Maint.	293	8.4%	3,864	7.8%	237,086	8.7%
Farm, Fishing & Forestry	25	0.7%	309	0.6%	25,725	0.9%
Sales & Office	1,037	29.8%	13,957	28.2%	690,360	25.2%
Services	443	12.7%	8,100	16.4%	383,619	14.0%
Mgmt, Prof & Related	1,168	33.6%	15,545	31.4%	857,205	31.3%
Total	3,481	100%	49,524	100%	2,734,925	100%

Source: US Census, City of Altoona

Figure 5.26: Employment by Occupation

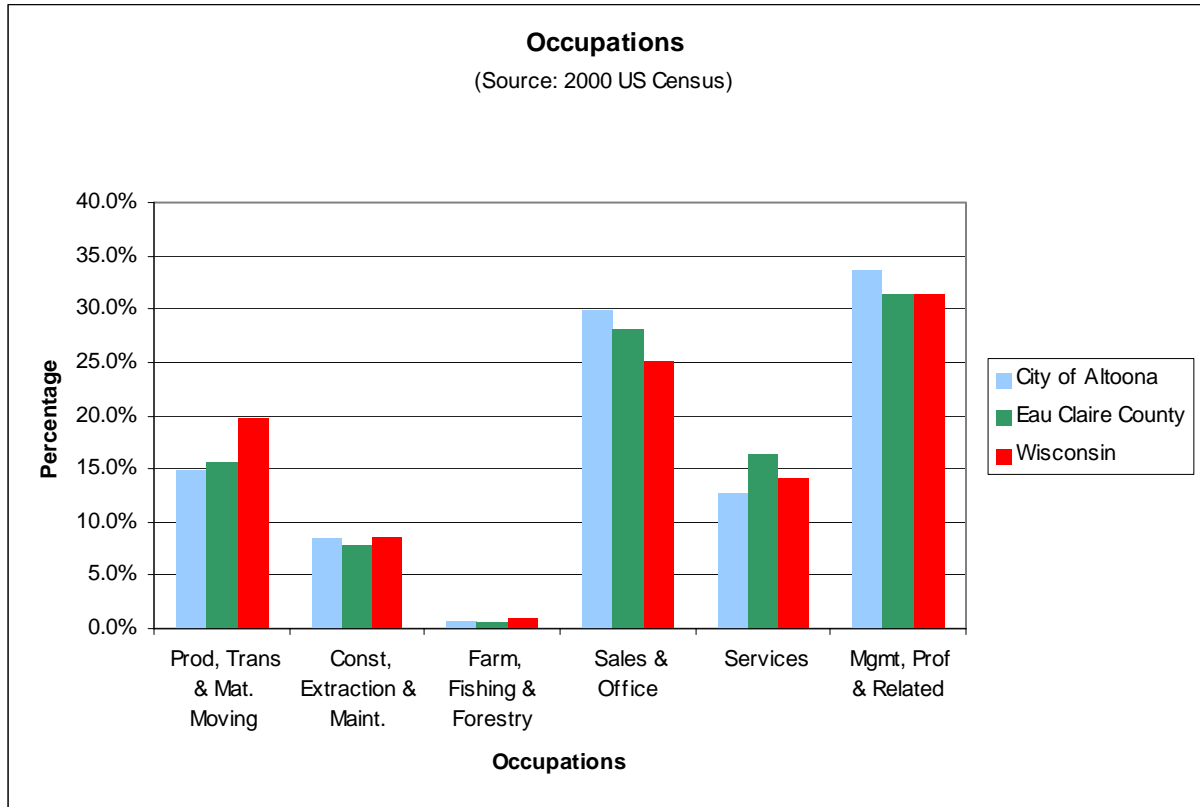


Figure 5.27 and Table 5.27 show the earnings for workers within the City, County and State, in years 1989 & 1999. Earning figures are reported in three forms: per capita income (based on individual wage earner), median family income (based on units of occupancy with individuals related by blood), and median household income (based on every unit of occupancy with one or more unrelated individuals). City of Altoona per capita income and median family income are lower than County and State averages, while median household income is similar. Compared to Eau Claire County and the State, the rate of income growth between 1989 and 1999 was slightly better for Altoona residents.

Table 5.27: Income

Income	City of Altoona 1990	City of Altoona 2000	Eau Claire County 1990	Eau Claire County 2000	Wisconsin 1990	Wisconsin 2000
Per Capita Income	\$11,650	\$21,236	\$11,801	\$19,250	\$13,276	\$21,271
Median Family Income	\$30,426	\$49,441	\$32,468	\$50,737	\$35,082	\$52,911
Median Household Income	\$25,257	\$40,394	\$25,886	\$39,219	\$29,442	\$43,791
Individuals Below Poverty	12.0%	5.2%	15.9%	10.9%	10.4%	8.7%

Source: US Census

The Census Bureau uses a set of money income thresholds that vary by family size and composition to detect who is poor. If the total income for a family or unrelated individuals falls below the relevant poverty threshold, then the family or unrelated individual is classified as being “below the poverty level.”

Figure 5.27: Income, Year 1999

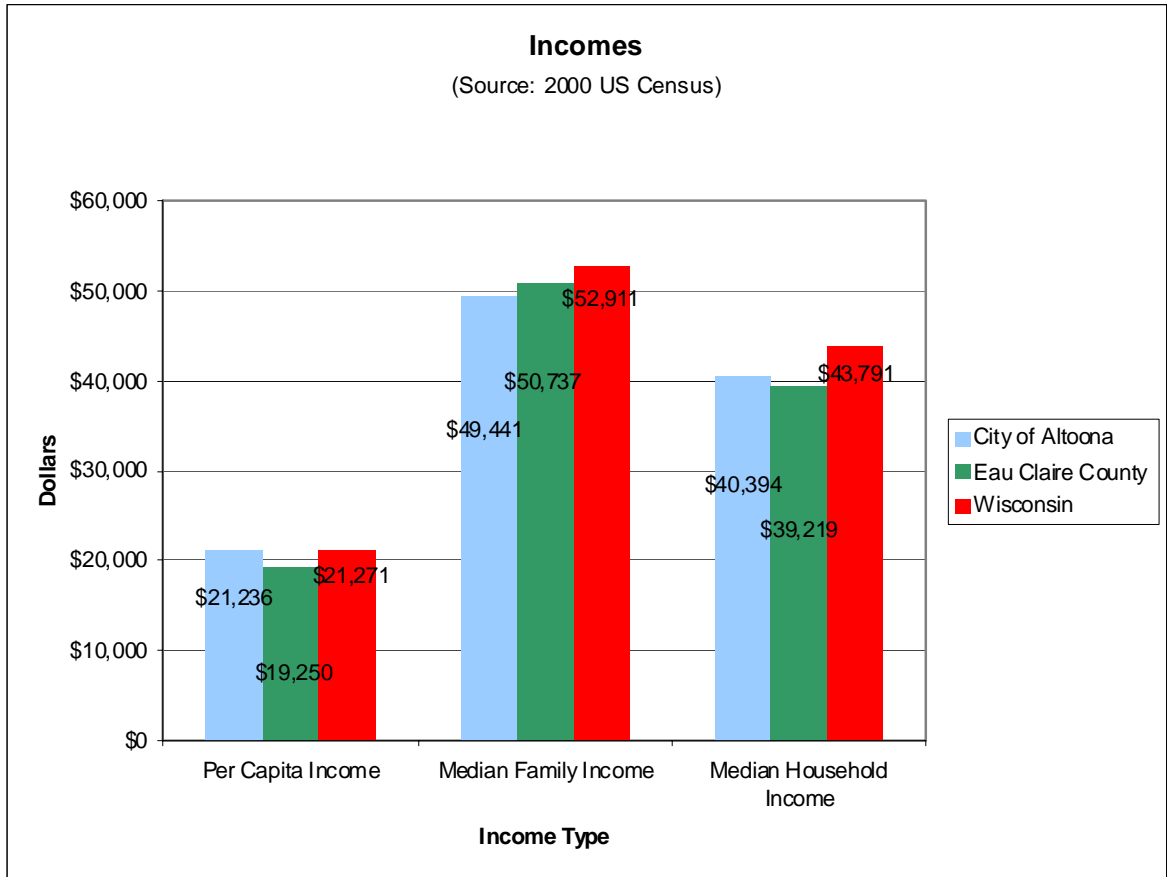


Table 5.28 details the educational attainment of City of Altoona, Eau Claire, and State residents 25 years and older according to the 1990 & 2000 U.S. Census. In year 2000, 89.5% of City of Altoona residents 25 years or older had at least a high school diploma- slightly higher than County and State percentages. The proportion of City residents with Bachelor’s and graduate/professional degrees are also less than the County and the State.

Table 5.28: Educational Attainment Person 25 Years & Over

Educational Attainment Person 25 Years and Over	City of Altoona 1990	City of Altoona 2000	Eau Claire County 1990	Eau Claire County 2000	Wisconsin 1990	Wisconsin 2000
Less than 9th Grade	7.5%	4.4%	7.0%	5.0%	9.5%	5.4%
9th to 12th No Diploma	9.4%	6.1%	8.8%	6.1%	11.9%	9.6%
HS Grad	41.5%	30.3%	32.7%	31.1%	37.1%	34.6%
Some College	19.5%	22.4%	26.4%	21.1%	16.7%	20.6%
Associate Degree	9.9%	9.9%	8.1%	9.7%	7.1%	7.5%
Bachelor's Degree	9.8%	19.4%	11.3%	18.3%	12.1%	15.3%
Graduate/Prof. Degree	2.4%	7.5%	5.8%	8.7%	5.6%	7.2%
Percent High School Grad or Higher	83.1%	89.5%	84.3%	88.9%	78.6%	85.2%

Source: US Census

5.6.2 Economic Base

Table 5.29 lists the top 25 employers in Eau Claire County as reported by the Wisconsin Department of Workforce Development, in year 2005.

Table 5.29: Top 25 Employers in Eau Claire County

Rank	Employer	Industry Type	Number of Employees
1	Menard Inc	Home centers	1000+
2	Eau Claire Area School District	Elementary & secondary schools	1000+
3	Hutchinson Technology Inc	Computer storage device manufacturing	1000+
4	Luther Hospital	General medical & surgical hospitals	1000+
5	University of Wisconsin- Eau Claire	Colleges & universities	1000+
6	Sacred Heart Hospital	General medical & surgical hospitals	1000+
7	Midelfort Clinic Ltd Mayo Health	Offices of physicians, except mental health	1000+
8	United Healthcare Services Inc	Direct health & medical insurance carriers	500-999
9	City of Eau Claire	Executive & legislative offices, combined	500-999
10	Chippewa Valley Technical College	Junior colleges	500-999
11	The Charlton Group Inc	Telemarketing bureaus	500-999
12	Wal-Mart Associates Inc	Warehouse clubs & supercenters	500-999
13	County of Eau Claire	Executive & legislative offices, combined	500-999
14	Brotoloc Health Care Systems Inc	Residential mental retardation facilities	500-999
15	Royal Credit Union	Credit unions	500-999
16	Nestle USA Inc	Dry, condensed, & evaporated dairy products	250-499
17	Mega Foods	Supermarkets & other grocery stores	250-499
18	Xcel Energy Services Inc	Other technical consulting services	250-499
19	Northern States Power Co	Managing offices	250-499
20	Pan O Gold Baking Co	Baked goods stores	250-499
21	McDonald's	Limited-service restaurants	250-499
22	Phillips Plastics Corp	All other plastics product manufacturing	250-499
23	Target Corporation	Discount department stores	250-499
24	Young Mens Christian Assn of Eau Claire	Civic & social organizations	250-499
25	Sodexo Service	Food service contractors	250-499

Source: WI Department of Workforce Development, Eau Claire County, December 2005

Table 5.30 and Figure 5.28 describe the workforce by industry within the City, County and State in year 2000. Whereas occupations refer to what job a person holds, industry refers to the type of work performed by a workers employer. Therefore, an industry usually employs workers of varying occupations (i.e. a “wholesale trade” industry may have employees whose occupations include “management” and “sales”)

Historically, Wisconsin has had a high concentration of industries in agricultural and manufacturing sectors of the economy. Manufacturing has remained a leading employment sector compared to other industries within the State; however, State and National economic changes have led to a decrease in total manufacturing employment. It is expected that this trend will continue while employment in service, information, and health care industries will increase.

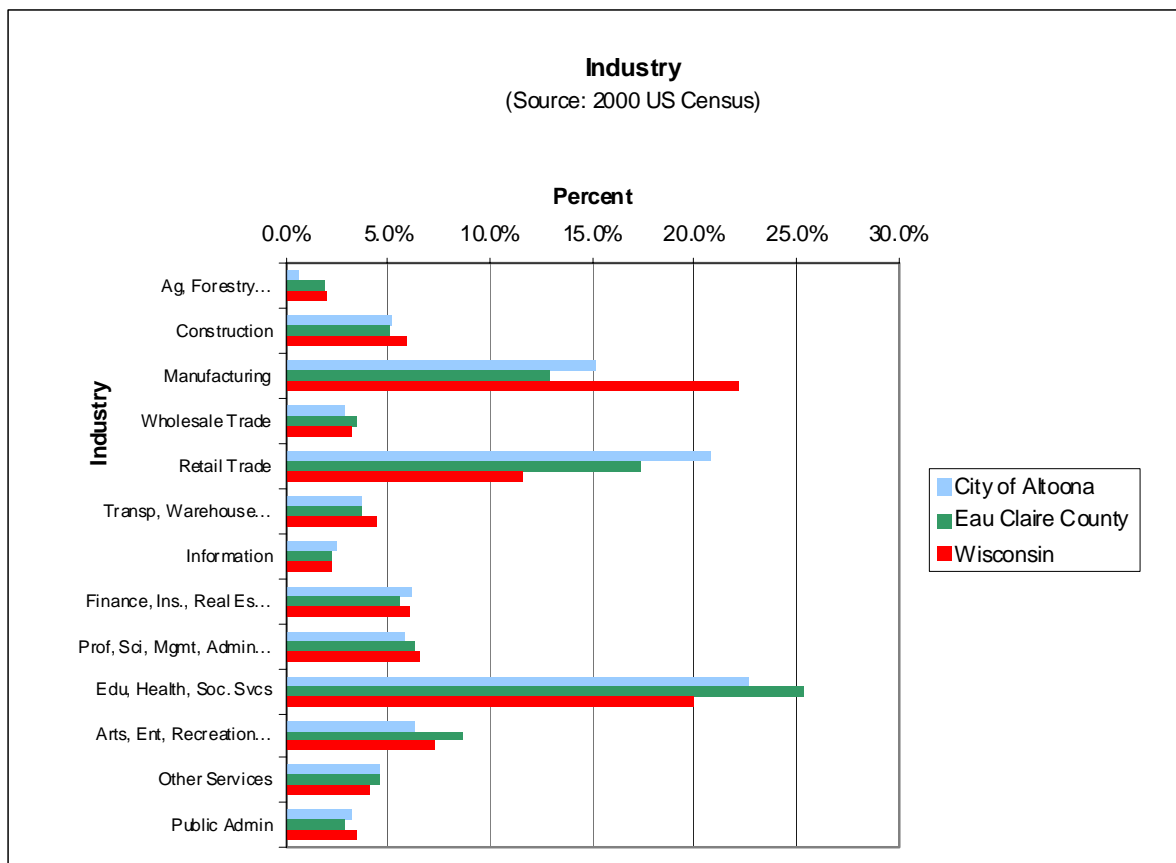
The highest percentage of employment by industry for Altoona residents is in the Educational, Health, and Social Services category (25%). This category is also the highest and second highest industry of employment for Eau Claire County and the State respectively.

Table 5.30: Employment by Industry, Civilians 16 Years & Older

Industry	City of Altoona Number	City of Altoona Percent	Eau Claire County Number	Eau Claire County Percent	Wisconsin Number	Wisconsin Percent
Ag, Forestry, Fishing, Hunting & Mining	6	1.1%	937	1.9%	75,418	2.0%
Construction	49	8.8%	2,506	5.1%	161,625	5.9%
Manufacturing	93	16.8%	6,406	12.9%	606,845	22.2%
Wholesale Trade	21	3.8%	1,705	3.4%	87,979	3.2%
Retail Trade	69	12.4%	8,598	17.4%	317,881	11.6%
Transp, Warehousing & Utilities	16	2.9%	1,839	3.7%	123,657	4.5%
Information	14	2.5%	1,130	2.3%	60,142	2.2%
Finance, Insurance, Real Estate, Rental & Leasing	36	6.5%	2,752	5.6%	168,060	6.1%
Prof, Scientific, Mgmt, Administrative & Waste Mgmt	27	4.9%	3,116	6.3%	179,503	6.6%
Educational, Health & Social Services	140	25.2%	12,533	25.3%	548,111	20.0%
Arts, Entertainment, Recreation, Accommodation & Food Services	34	6.1%	4,286	8.7%	198,528	7.3%
Other Services	31	5.6%	2,275	4.6%	111,028	4.1%
Public Administration	19	3.4%	1,441	2.9%	96,148	3.5%
Total	555	100%	49,524	100%	2,734,925	100%

Source: US Census, City of Altoona

Figure 5.28: Employment by Industry



Within each industry, the Wisconsin Department of Workforce Development collects statistics on average wages for employees at the County and State levels. Table 5.31 details average employee wages for industries. In Eau Claire County, employees working in Financial Activities earn the highest average wage, while employees working in Leisure & Hospitality earn the lowest average wage. In all but two categories, Educational and Health Services and Public Administration, the average wage is lower for Eau Claire County workers compared to State averages for the same industries.

Table 5.31: Wage by Industry

NAICS Code	Industries	Eau Claire County Average Annual Wage 2005	Wisconsin Average Annual Wage 2005	Eau Claire County Wage as Percentage of Wisconsin Wage
61-62	Educational & Health Services	\$38,787	\$37,228	104.2%
	Public Administration	\$38,482	\$37,244	103.3%
81	Other Services	\$19,045	\$20,604	92.4%
23	Construction	\$38,170	\$42,891	89.0%
54-56	Professional & Business Services	\$34,708	\$40,462	85.8%
51	Information	\$36,717	\$43,439	84.5%
42, 44, 48, 22	Trade, Transportation, Utilities	\$25,844	\$31,088	83.1%
31-33	Manufacturing	\$36,875	\$44,430	83.0%
71-72	Leisure & Hospitality	\$9,856	\$12,468	79.1%
52-53	Financial Activities	\$35,665	\$46,267	77.1%
21, 1133	Natural Resources & Mining	\$20,369	\$27,765	73.4%
	Unclassified	NA	\$27,296	
	All Industries	\$31,231	\$35,503	88.0%

Source: WI Department of Workforce Development

5.6.3 Analysis of Business & Industry Parks

Eau Claire County has six business and industry parks consisting of 928 acres, of which approximately half is for sale. The Altoona Business Center is located along USH 12 and provides easy access to USH 53, STH 93, and I-94. The Business Center is zoned for offices, research and development firms, and light manufacturing businesses. In addition, the River Prairie Development Plan proposes to create areas for a Town Center (light retail) and a Business Core (office use). Commercial and industrial properties within the City are shown on the Existing Land Use Map.

Table 5.32: Eau Claire County Business & Industry Parks

Community	Name of Site	Approx. Total Acres	Approx. Acres Sold	Approx. Acres for Sale	Utilities to Site
City of Eau Claire	Gateway Northwest Business Park	532.8	168.8	364	Yes
City of Eau Claire	Gateway West Business Park	202.4	191.4	11	Yes
City of Eau Claire	Sky Park Industrial Center	120	82.4	37.6	Yes
City of Altoona	Altoona Business Park	21.5	15.2	6.3	Yes
City of Augusta	Augusta Industrial Park	31.4	20	11.4	Yes
Village of Fall Creek	Fall Creek Business Park	20	0	20	

Source: WCWRPC; Eau Claire Area Economic Development Corporation

5.6.4 Environmentally Contaminated Sites

The Bureau of Remediation and Redevelopment within the Wisconsin Department of Natural Resources oversees the investigation and cleanup of environmental contamination and the redevelopment of contaminated properties. The Remediation and Redevelopment Tracking System (BRRTS) provides access to information on incidents (“Activities”) that contaminated soil or groundwater. These activities include spills, leaks, other cleanups and sites where no action was needed. Table 5.33 provides BRRTS data for sites located within the City of Altoona, which still have an “open” status. Open sites are those in need of clean up or where clean up is underway. The BRRTS also maintains a list of sites that were contaminated at one point but have since been cleaned up. Contact the Bureau for more information on these sites.

Table 5.33: BRRTS Sites

DNR Activity Number	Activity Type	Site Name	Address	T,R,S	Status
03-18-000690	LUST	KLEIST, MONA RESIDENCE	2027 HAYDEN AVE	NE 1/4 of the SW 1/4 of Sec 23, T27N, R09W	OPEN
03-18-001037	LUST	ALTOONA EXPRESS MART	1427 SPOONER AVE	NW 1/4 of the SE 1/4 of Sec 23, T27N, R09W	OPEN
02-18-000255	ERP	ALTOONA/WASHINGTON TN	WINDSOR DR	n.a.	OPEN
02-18-144270	ERP	UNION PACIFIC RR	1428 SPOONER AVE	SW 1/4 of the NE 1/4 of Sec 23, T27N, R09W	OPEN

Source: WIDNR, BRRTS, City of Altoona, as of September 2006

***Abandoned Container (AC)**, an abandoned container with potentially hazardous contents has been inspected and recovered. No known discharge to the environment has occurred. **Leaking Underground Storage Tank (LUST)**, a LUST site has contaminated soil and/or groundwater with petroleum, which includes toxic and cancer causing substances. **Environmental Repair (ERP)**, ERP sites are sites other than LUSTs that have contaminated soil and/or groundwater. **Spills**, a discharge of a hazardous substance that may adversely impact, or threaten to impact public health, welfare or the environment. Spills are usually cleaned up quickly. **General Property Information (GP)**, this activity type consists of records of various milestones related to liability exemptions, liability clarifications, and cleanup agreements that have been approved by NDR to clarify the legal status of the property. **Liability Exemption (VPLE)**, VPLEs are an elective process in which a property conducts an environmental investigation and cleanup of an entire property and then receives limits on future liability for that contamination under s. 292.15. **No Action Required by RR Program (NAR)**, There was, or may have been, a discharge to the environment and, based on the known information, DNR has determined that the responsible party does not need to undertake an investigation or cleanup in response to that discharge.*

5.6.5 Strengths & Weaknesses for Economic Development

The following lists some of the strengths and weaknesses for economic development as identified by the Plan Committee and the West Central Wisconsin Regional Planning Commission, via their *Comprehensive Economic Development Strategy (CEDS Report, 2005)*.

Strengths:

- ❖ Growing Population (CEDS Report)
- ❖ River Prairie Development Plan (Plan Committee)
- ❖ Relatively stable employment level (CEDS Report)
- ❖ Excellent recreational opportunities (CEDS Report)
- ❖ Good transportation system (new bike plan) (Plan Committee)
- ❖ Improving community infrastructure (Plan Committee)
- ❖ Excellent education system (CEDS Report)
- ❖ Good health facilities/services (CEDS Report)
- ❖ Available building sites within the Altoona Business Park (Plan Committee)

Weaknesses:

- ❖ On-going “brain drain” (CEDs Report)
- ❖ Lack of entrepreneurial activity – lack of venture capital (CEDs Report)
- ❖ Declining agricultural base (CEDs Report)
- ❖ Low per capita income levels (CEDs Report)
- ❖ Struggling “main street” economy (CEDs Report)
- ❖ Lack of skilled manufacturing workers (CEDs Report)

5.6.6 Employment Projections

The Wisconsin Department of Workforce Development collects data and projects occupation and industry growth for the State. Table 5.34 identifies which occupations are expected to experience the most growth over a ten-year period from year 2004 to 2014. According to the DWD, occupations in Healthcare Support, Healthcare Practitioners, and Computers are expected to have the highest growth rate. Occupations in Production, Office Administration, and Sales are expected to have the lowest growth rate.

Table 5.34: Fastest Growing Occupations 2004-2014

SOC Code	Occupational Title	WI Employment 2004	WI Employment 2014	Percent Change 2004-2014	2005 Average Annual Salary
29-1071	Physician Assistants	1,310	1,990	51.9%	NA
31-1011	Home Health Aides	13,730	20,790	51.4%	\$20,162
15-1081	Network Systems and Data Communication Analysts	4,220	6,240	47.9%	\$56,789
31-9092	Medical Assistants	5,890	8,640	46.7%	\$27,441
15-1031	Computer Software Engineers, Applications	7,960	11,610	45.9%	\$70,386
15-1032	Computer Software Engineers, Systems Software	2,740	3,890	42.0%	\$76,324
39-9021	Personal and Home Care Aides	21,260	29,460	38.6%	\$19,200
29-2021	Dental Hygienists	4,390	6,050	37.8%	\$54,203
31-9091	Dental Assistants	5,050	6,950	37.6%	\$28,602
29-2032	Diagnostic Medical Sonographers	840	1,140	35.7%	\$66,410
15-1072	Network and Computer systems Administrators	5,300	7,190	35.7%	\$56,246
29-2055	Surgical Technologists	2,120	2,860	34.9%	\$40,055
15-1061	Database Administrators	1,550	2,090	34.8%	\$61,299
29-2071	Medical Records and Health Information Technicians	3,540	4,770	34.7%	\$28,976
29-1126	Respiratory Therapists	1,460	1,960	34.2%	\$47,309
29-1111	Registered Nurses	48,410	64,420	33.1%	\$55,060
31-2021	Physical Therapist Assistants	1,220	1,620	32.8%	\$38,342
29-2034	Radiologic Technologists and Technicians	4,130	5,440	31.7%	\$46,916
29-1124	Radiation Therapists	390	510	30.8%	\$65,931
45-2021	Animal Breeders	490	640	30.6%	\$37,339
29-9091	Athletic Trainers	460	600	30.4%	\$40,162
31-2022	Physical Therapists Aids	690	900	30.4%	\$23,632
13-1071	Employment, Recruitment, and Placement Specialists	3,520	4,590	30.4%	\$46,133
29-2031	Cardiovascular Technologists and Technicians	660	860	30.3%	\$42,569
19-1042	Medical Scientists, Except Epidemiologists	1700	2210	30.0%	\$51,920
29-1123	Physical Therapists Aids	3550	4610	29.9%	\$62,582
29-1122	Occupational Therapists	3,040	3,940	29.6%	\$52,248
13-2052	Personal Financial Advisors	3,350	4,340	29.6%	\$77,792
25-2011	Preschool Teachers, Except Special Education	8,540	11,060	29.5%	\$24,027
29-2056	Veterinary Technologists and Technicians	1,280	1,650	28.9%	\$27,233

Source: WI Department of Workforce Development

Table 5.35 identifies which industries are expected to experience the most growth over a ten-year period from year 2004 to 2014. According to the DWD, industries in Professional & Business Services, Educational & Health Services, and Construction categories are expected to have the highest growth rate. Industries in Natural Resources & Mining and Manufacturing categories are expected to have the lowest growth rate.

Since the DWD does not collect data on employment projections for the City of Altoona or Eau Claire County, it is assumed that local trends will be consistent with statewide projections. It is important to note that unanticipated events may affect the accuracy of these projections.

Table 5.35: Fastest Growing Industries 2004-2014

NAICS Code	Industries	WI Employment 2004	WI Employment 2014	Percent Change 2004-2014
487	Scenic and Sightseeing Transportation	370	510	37.8%
621	Ambulatory Health Care Services	99,480	135,700	36.4%
624	Social Assistance	60,400	79,300	31.3%
518	Internet Service Providers	8,480	10,760	26.9%
493	Warehousing and Storage	11,060	14,030	26.9%
561	Administrative and Support Services	118,130	149,690	26.7%
562	Waste Management and Remediation Services	5,070	6,310	24.5%
485	Transit and Ground Passenger Transport	13,740	16,960	23.4%
623	Nursing and Residential Care Facilities	68,870	84,800	23.1%
622	Hospitals	108,570	133,200	22.7%
523	Securities, Commodity Contracts	9,210	11,210	21.7%
541	Professional, Scientific, and Technical Services	89,500	108,000	20.7%
454	Nonstore Retailers	22,950	27,630	20.4%
238	Specialty Trade Contractors	81,660	98,000	20.0%
531	Real Estate	18,360	21,420	16.7%
721	Accommodation	30,720	35,800	16.5%
236	Construction of Buildings	31,520	36,700	16.4%
722	Food Services and Drinking Places	185,410	215,000	16.0%
443	Electronics and Appliance Stores	8,580	9,890	15.3%
511	Publishing Industries	19,120	22,020	15.2%
237	Heavy and Civil Engineering Construction	13,560	15,600	15.0%
425	Wholesale Electronic Markets	5,520	6,350	15.0%
551	Management of Companies	39,830	45,800	15.0%
525	Funds, Trusts, & Other Financial Vehicles	1,170	1,340	14.5%
611	Educational Services	260,670	297,700	14.2%
453	Miscellaneous Store Retailers	17,330	19,790	14.2%
488	Support Activities for Transportation	4,540	5,170	13.9%
446	Health and Personal Care Stores	16,430	18,620	13.3%
423	Merchant Wholesalers, Durable Goods	64,210	72,490	12.9%
451	Sporting Goods, Hobby, Book, and Music Stores	12,960	14,610	12.7%

Source: WI Department of Workforce Development

5.7 INTERGOVERNMENTAL COOPERATION

With over 2,500 units of government and special purpose districts Wisconsin ranks 13th nationwide in total number of governmental units and 3rd nationwide in governmental units per capita. (Source: WIDOA Intergovernmental Cooperation Guide) While this many government units provide more local representation it does stress the need for greater intergovernmental cooperation. This element provides a baseline assessment of the City of Altoona intergovernmental relationships and contains information required under SS66.1001. Information includes existing & potential areas of cooperation, and existing & potential areas of intergovernmental conflict. This information provides a basis for creating goals, objectives, policies, maps, and actions to guide the future intergovernmental cooperation activities in the City of Altoona.

5.7.1 Advantages & Disadvantages of Intergovernmental Cooperation

Intergovernmental cooperation has many advantages associated with it including the following:

Efficiency and reduction of costs: Cooperating on the provision of services can potentially mean lower costs per unit or person. Although these are by no means the only reasons, efficiency and reduced costs are the most common reasons governments seek to cooperate.

Limited government restructuring: Cooperating with neighboring governments often avoids the time-consuming, costly, and politically sensitive issues of government restructuring. For example, if a city and town can cooperate, the town may avoid annexation of its land and the city may avoid incorporation efforts on the part of the town, which may hinder the city's development. Cooperation also helps avoid the creation of special districts that take power and resources away from existing governments.

Coordination and planning: Through cooperation, governments can develop policies for the area and work on common problems. Such coordination helps communities minimize conflicts when levels of services and enforcement are different among neighboring communities. For example, shared water, sewage, and waste management policies can help avoid the situation in which one area's environment is contaminated by a neighboring jurisdiction with lax standards or limited services. Cooperation can also lead to joint planning for future services and the resources needed to provide them.

Expanded services: Cooperation may provide a local unit of government with services it would otherwise be without. Cooperation can make those services financially and logistically possible.

Intergovernmental cooperation also has drawbacks, which may include the following:

Reaching and maintaining an agreement: In general, reaching a consensus in cases in which politics and community sentiments differ can be difficult. For example, all parties may agree that police protection is necessary. However, they may disagree widely on how much protection is needed. An agreement may fall apart if one jurisdiction wants infrequent patrolling and the other wants an active and visible police force.

Unequal partners: If one party to an agreement is more powerful, it may influence the agreement's conditions. With service agreements, the more powerful party, or the party providing the service, may have little to lose if the agreement breaks down, it may already service itself at a reasonable rate. The weaker participants may not have other options and are open to possible exploitation.

Local self-preservation and control: Some jurisdictions may feel their identity and independence will be threatened by intergovernmental cooperation. The pride of residents and officials may be bruised if, after decades of providing their own police or fire protection, they must contract with a neighboring jurisdiction (and possible old rival) for the service. In addition, and possibly more importantly, a jurisdiction may lose some control over what takes place within their boundaries. Moreover, although government officials may lose control, they are still held responsible for the delivery of services to their electorates.

5.7.2 Existing & Potential Areas of Cooperation

Table 5.36 summarizes the City’s existing and potential intergovernmental relationships.

Table 5.36: Existing & Potential Areas of Cooperation

Existing areas of cooperation with other local units of government.	
Local Unit of Government	Existing Cooperation Efforts
Altoona School District	Park & Recreational Facilities (summer program, RAIL)
City of Eau Claire	Public wastewater treatment, Public transit, Road maintenance
Eau Claire County	Library services, Park & Recreation (Lake Altoona), Road maintenance
Potential areas of cooperation with other local units of government.	
Local Unit of Government	Potential Cooperation Efforts
Altoona School District	New elementary school location
Altoona Lake District	Lake maintenance
Eau Claire County	Lake maintenance

The *Intergovernmental Cooperation Element Guide* published by the Wisconsin Department of Administration provides several ideas for cooperation including the following listed below.

Voluntary Assistance: Your community, or another, could voluntarily agree to provide a service to your neighbors because doing so makes economic sense and improves service levels.

Trading Services: Your community and another could agree to exchange services. You could exchange the use of different pieces of equipment, equipment for labor, or labor for labor.

Renting Equipment: Your community could rent equipment to, or from, neighboring communities and other governmental units. Renting equipment can make sense for both communities – the community renting gets the use of equipment without having to buy it, and the community renting out the equipment earns income from the equipment rather than having it sit idle.

Contracting: Your community could contract with another community or jurisdiction to provide a service. For example, you could contract with an adjacent town or village to provide police and fire protection, or you could contract with the county for a service in addition to that already routinely provided by the county sheriff’s department.

Routine County Services: Some services are already paid for through taxes and fees. Examples are police protection services from the county sheriff's department, county zoning, county public health services, and county parks.

Sharing Municipal Staff: Your community could share staff with neighboring communities and other jurisdictions – both municipal employees and independently contracted professionals. You could share a building inspector, assessor, planner, engineer, zoning administrator, clerk, etc.

Consolidating Services: Your community could agree with one or more other communities or governmental units to provide a service together.

Joint Use of a Facility: Your community could use a public facility along with other jurisdictions. The facility could be jointly owned or one jurisdiction could rent space from another.

Special Purpose Districts: Special purpose districts are created to provide a particular service, unlike municipalities that provide many different types of services. Like municipalities, special purpose districts are separate and legally independent entities.

Joint Purchase and Ownership of Equipment: Your community could agree with other jurisdictions to jointly purchase and own equipment such as pothole patching machines, mowers, rollers, snowplows, street sweepers, etc.

Cooperative Purchasing: Cooperative purchasing, or procurement, is where jurisdictions purchase supplies and equipment together to gain more favorable prices.

Annexation: Annexation is the process of transferring parcels of land from unincorporated areas to adjacent cities or villages. Cities and village cannot annex property without the consent of landowners as required by the following petition procedures:

- ❖ Unanimous Approval – A petition is signed by all of the electors residing in the territory and the owners of all of the real property included within the petition.
- ❖ Notice of Intent to Circulate Petition (Direct Petition for Annexation) – The petition must be signed by a majority of electors in the territory and the owners of one-half of the real property either in value or in land area. If no electors reside in the territory, then only the landowners need sign the petition.
- ❖ Annexation by Referendum – A petition requesting a referendum election on the question of annexation may be filed with the city or village when signed by at least 20 percent of the electors in the territory.

More detailed information on annexation can be obtained from Wisconsin State Statute Sections 66.0217-66.0223.

Detachment: Detachment is the process by which territory is detached from one jurisdiction and transferred to another. Essentially detachment is the opposite of annexation. More detailed information on detachment can be obtained from Wisconsin State Statute Sections 66.0227 and 62.075.

Incorporation: Incorporation is the process of creating a new village or city from unincorporated territory. More detailed information on incorporation can be obtained from Wisconsin State Statute Sections 66.0201-66.0215.

Consolidation: Consolidation is the process by which a town, village, or city joins together with another town, village, or city to form one jurisdiction. More detailed information on incorporation can be obtained from Wisconsin State Statute Section 66.0229.

Extraterritorial Planning: Cities and villages have the right to include land within their extraterritorial jurisdiction (ETJ), the area within 1 ½ mile of the municipal boundaries, in their planning documents. The inclusion of this land within planning documents allows for greater transparency and coordination with neighboring municipalities.

Extraterritorial Zoning: Extraterritorial Zoning allows a first, second or third class city to adopt zoning in town territory, 3 miles beyond a city's corporate limits. A fourth class city or village may adopt zoning 1.5 miles beyond its corporate limits. Under extraterritorial zoning authority a city or village may enact an interim-zoning ordinance that freezes existing zoning (or if there is no zoning, existing uses). A joint extraterritorial zoning committee is established to develop a plan and regulations for the area. The joint committee is comprised of three member from the affected town and three members from the village or city. Zoning requests within the area must be approved by a majority of the committee. More detailed information can be obtained from Wisconsin State Statute 66.23.

Extraterritorial Subdivision "Plat" Review: Extraterritorial subdivision review allows a city or village to exercise its extraterritorial plat review authority in the same geographic area as defined within the extraterritorial zoning statute. However, whereas extraterritorial zoning requires town approval of the zoning ordinance, extraterritorial plat approval applies automatically if the city or village adopts a subdivision ordinance or official map. The town does not approve the subdivision ordinance for the village or city. The city or village may waive its extraterritorial plat approval authority if it does not wish to use it. More detailed information can be obtained from Wisconsin State Statute 236.10.

Intergovernmental Agreements: Intergovernmental Agreements can be proactive or reactive. There are three types of intergovernmental agreements that can be formed including general agreements, cooperative boundary agreements, and stipulations and orders.

General Agreements – This is the type of intergovernmental agreement that is most commonly used for services. These agreements grant municipalities with authority to cooperate on a very broad range of subjects. Specifically, Wis. Stats 66.0301 authorizes municipalities to cooperate together for the receipt of furnishing of services or the joint exercise of any power or duty required or authorized by law. The only limitation is that municipalities with varying powers can only act with respect to the limit of their powers. This means that a general agreement cannot confer upon your community more powers than it already has.

Cooperative Boundary Agreements – This type of agreement is proactive and is used to resolve boundary conflicts. Cooperative boundary plans or agreements involve decisions regarding the maintenance or change of municipal boundaries for a period of 10 years or more. The cooperative agreement must include a plan for the physical development of the territory covered by the plan; a schedule for changes to the boundary; plans for the delivery of services; an evaluation of environmental features and a description of any adverse environmental consequences that may

result from the implementation of the plan. It must also address the need for safe and affordable housing. Using a cooperative boundary agreement a community could agree to exchange revenue for territory, revenue for services, or any number of other arrangements. More detailed information can be obtained from Wisconsin State Statute 66.0307.

Stipulation and Orders – This type of agreement is reactive because it is used for resolving boundary conflicts that are locked in a lawsuit. The statute provides the litigants a chance to settle their lawsuit by entering into a written stipulation and order, subject to approval by a judge. Using a stipulation and order a community could agree to exchange revenue for territory in resolving their boundary conflict. Stipulation and orders are subject to a binding referendum. More detailed information can be obtained from Wisconsin State Statute 66.0225.

(Source: WIDOA Intergovernmental Cooperation Element Guide)

5.7.3 Analysis of Intergovernmental Relationships

Table 5.37 provides a brief description of the quality of the City of Altoona relationship to other units of government according to the Plan Committee.

Table 5.37: Analysis of Intergovernmental Relationships

Adjacent Local Governments	Satisfactory (5), Neutral (3), or Unsatisfactory (1)	Comments
Eau Claire County	5	
City of Eau Claire	5	
Town of Seymour	5	
Town of Washington	5	
School Districts		
Altoona School District	5	
Other		
State	5	
West Central Regional Planning Commission	5	

5.7.4 Intergovernmental Conflicts & Potential Solutions

Table 5.38 provides a brief description of the existing and potential conflicts facing the City of Altoona according to the Plan Committee.

Table 5.38: Intergovernmental Conflicts & Possible Solutions

Existing & potential conflicts with other local units of government.	
Local Unit of Government	Existing & Potential Conflicts
Town of Washington	It was noted that there had been challenges working with the Town in the past but working relationships appear to be improving.
Solutions appropriate to resolve these conflicts.	
Frequent dialogue regarding planning issues of mutual importance. Extraterritorial jurisdictional powers, intergovernmental agreements, official mapping	

5.8 LAND USE

This element provides a baseline assessment of the City of Altoona land use and contains information required under 5566.1001. Information includes: existing land uses, existing land use conflicts, natural limitations for building site development, and land use trends. This information provides a basis for creating goals, objectives, policies, maps, and actions to guide the future land use activities in the City of Altoona.

5.8.1 Existing Land Use

Table 5.39 approximates the existing land uses in the City of Altoona as of year 2006. It is important to note that land use data for Eau Claire County is parcel based. Multiple adjacent parcels may be under a single owner, but land uses are generalized on a parcel-by-parcel basis. Most smaller water bodies (e.g., ponds and streams) are included with the land use of the adjacent larger parcel. The City of Altoona's existing land use pattern is indicative of a small city. The dominant land use within the city is residential, comprising 29% of the land area. Vacant parcels¹² and those used for transportation comprise 17% and 22% of the area, respectively. Refer to the existing Land Use Map in Appendix C.

Table 5.39: Existing Land Use, 2006

Existing Land Use	Acres	Percentage
Agricultural	186.0	6.2%
Residential- Single Family	659.4	22.1%
Residential- Two Family	28.0	0.9%
Residential - Multifamily	47.3	1.6%
Residential - Mobile Homes	122.5	4.1%
Farmstead	0.0	0.0%
Commercial	143.6	4.8%
Commercial - Outdoor Rec (e.g., golf)	324.4	10.9%
Industrial	11.9	0.4%
Public / Institutional - Non-Recreational	58.4	2.0%
Public - Recreational	65.0	2.2%
Cemeteries	0.0	0.0%
Utilities & Communications	3.1	0.1%
Wooded Lands	0.0	0.0%
Significant Water Bodies	151.1	5.1%
Vacant	520.6	17.4%
Transportation	667.2	22.3%
Total	2,988	100.0%

Source: WCWRPC/Eau Claire County

5.8.2 Limitations for Building Site Development

All land does not hold the same development potential. Development should only take place in suitable areas, which is determined by a number of criteria, including:

- ❖ A community's comprehensive plan
- ❖ Compatibility with surrounding uses
- ❖ Special requirements of a proposed development
- ❖ Ability to provide utility and community services to the area
- ❖ Cultural resource constraints
- ❖ Ability to safely access the area

¹² A majority of the vacant land is within the River Prairie Neighborhood. Much of this area is woodlands, but has been classified by Eau Claire County as vacant due to its location within the municipality and its potential for development.

- ❖ Various physical constraints (soils, wetlands, floodplains, steep slopes, etc.)

The United States Soil Conservation Service (SCS), the predecessor agency to the United States Natural Resources Conservation Service (NRCS), completed a detailed operational soil survey of Eau Claire County. The findings of this survey are documented in the report entitled "Soil Survey of Eau Claire County, Wisconsin", published in 1977 by the United States Department of Agriculture, Soil Conservation Service. The soil survey provided useful information regarding the suitability of the soils for various urban and rural land uses. Utilization of the soil survey involves determining the kinds and degrees of limitations that the soil properties are likely to impose on various uses and activities, and evaluating the appropriateness of a particular land use with respect to the soil limitations. Of particular importance in preparing a land use plan for the City of Altoona are the soil capability classifications for agriculture and the soil limitation ratings for residential development with conventional onsite sewage treatment and disposal systems.

Topography is an important determinant of the land uses practicable in a given area. Lands with steep slopes (20% or greater) are generally poorly suited for urban development and for most agricultural purposes and, therefore, should be maintained in natural cover for water quality protection, wildlife habitat, and erosion control purposes. Lands with less severe slopes (12%-20%) may be suitable for certain agricultural uses, such as pasture, and for certain urban uses, such as carefully designed low-density residential use, with appropriate erosion control measures. Lands that are gently sloping or nearly level are generally suitable for agricultural production or for urban uses.

Another important determinant of land suitability for development is the presence of water and an area's susceptibility to flooding. Lands that are classified as wetlands, have a high water table, or are in designated floodplains are rarely suitable for rural or urban development. The Development Limitations Map indicates those areas within the City of Altoona that are unfavorable for development due to steep slopes, wetlands, and floodplains.

5.8.3 Land Use Trends

5.8.3.1 Land Supply

In year 2006, there were 2,988 acres of land within the City of Altoona. It is anticipated that the land supply in the City will only increase due to the ability to annex land. Table 5.40 indicates that there are approximately 283 acres of developable land within the City. Caution should be given, as this number does not include other factors that determine land suitability for development such as transportation or utility access, and zoning regulations.

Table 5.40: Land Supply Based on Existing Land Use Inventory

Land Use Categories	Acres	Percentage
Developed	2,131	71.3%
Undevelopable	574	19.2%
Developable	283	9.5%
Total	2,988	100%

Source: MSA GIS, City of Altoona

1. Developed lands include all intensive land uses (residential, commercial, public, recreation)
2. Undevelopable lands include water, wetlands, floodplains, and steep slopes >20%
3. Developable lands include all lands not categorized as developed or undevelopable.

5.8.3.2 Land Demand

Table 5.41: Net Change in Housing Units, 2000-2005

Year	Net Change in Housing Units
2000	9
2001	32
2002	16
2003	-13
2004	19
2005	21
Total	84

Source: Wisconsin Department of Administration as reported by Municipal Clerks

According to the U.S. Census the City of Altoona gained 666 housing units between years 1990 and 2000, representing an increase of 28%. Using the WI Dept. of Administration projected household figures for year 2030, the City is projected to add an additional 993 housing units between years 2000 and 2030, assuming a similar vacancy rate is maintained as in year 2000. This equates to approximately 33 housing units per year and 32.4% growth. This relates to a projected 29.9% growth in the number of housing units Countywide between years 2000 and 2030. Table 5.41 indicates that the City of Altoona has seen a net increase of 84 housing units between 2000 and 2005. If this

growth were to continue an additional 504 housing units will be built by year 2030, significantly lower than projected by the WIDOA but closer to the projection developed by MSA (refer to Section 5.2.1).

Table 5.42 reports the estimated total acreage that will be utilized by residential, commercial, and industrial land uses for five-year increments throughout the planning period based on the existing and projected density and land use composition within the City. Projections for land demand are highly sensitive based on the actual size of new residential lots. Therefore, aside from projections based on the existing land use pattern and population forecasts, a “low estimate” has also been prepared.

The low projection was based on the population projections developed by MSA and the *current* median residential lot size in the City, approximately 0.24 acres (4.17 units/acre). The current ratio of commercial and industrial land to existing residential land was maintained throughout the years. Under this scenario, it is estimated that an additional 98 acres will be needed for new homes by year 2030, accompanied by 16 acres of commercial development and 1 acre of land converted to manufacturing use.

The high projection was based on the population projections developed by the WIDOA and a future average residential lot size of .33 acres (3 units/acre). Similar to the low projection, it was assumed that commercial and manufacturing land uses would grow at the same rates as before. As evident in the table, if residential development consumes an average of .33 acres per unit, 161 acres of agricultural land would be developed by the year 2030, over 45 acres more than the amount of land utilized by a development pattern with an average residential lot size of 0.24 acres.

Table 5.42: Projected Land Use Needs

Low Projection	2005	2010	2015	2020	2025	2030	25 Year Change
Population	6,728	6,896	7,069	7,245	7,426	7,612	884
Household Size	2.31	2.31	2.31	2.31	2.31	2.31	NA
Housing Units	3,139	3,218	3,298	3,381	3,465	3,552	413
Residential (acres)	857	876	895	914	934	955	98
Commercial (acres)	144	147	150	153	156	160	16
Industrial (acres)	12	12	12	13	13	13	1
Agricultural (acres)	186	164	141	118	95	70	-116

Source: MSA projections and median residential lot size of 0.24 acres

High Projection	2005	2010	2015	2020	2025	2030	25 Year Change
Population	7,056	7,369	7,621	7,941	8,303	8,595	1,539
Household Size	2.33	2.31	2.29	2.27	2.27	2.28	NA
Housing Units	3,263	3,440	3,589	3,763	3,933	4,056	793
Residential (acres)	857	883	910	937	965	993	136
Commercial (acres)	144	148	152	157	162	166	23
Industrial (acres)	12	12	13	13	13	14	2
Agricultural (acres)	186	155	124	92	59	25	-161

Source: WIDOA population projections and an average residential lot size of 0.33 acres

With the amount of undeveloped land¹³ within existing municipal boundaries, it is possible that new development over the next 20 years could be accommodated without annexation. However, based on market and other factors, it is likely that the new development may occur on land that involving new annexations by the City.

5.8.3.3 Land Prices

Agricultural and forestlands generally sell for a higher price when sold for uses other than continued agriculture or forestry. The U.S. Census of Agriculture tracks land sale transactions involving agricultural and forested land at the county level. From years 1996 to 2005, Eau Claire County has averaged 18 transactions per year where agricultural land was diverted to other uses. The average price per acre for those transactions grew by 96%, from \$2,474 to \$4,852. During that same period, Eau Claire County averaged 32 transactions per year where agricultural land continued in agricultural use. The average price per acre for those transactions grew by 260%, from \$700 to \$2,524.

Table 5.43: Agricultural Land Sale Transactions

Year	Ag Land Continuing in Ag Use			Ag Land Diverted to Other Uses		
	Number of Transactions	Acres Sold	Dollars per Acre	Number of Transactions	Acres Sold	Dollars per Acre
1996	26	1,053	\$700	17	733	\$2,474
1997	19	971	\$700	7	327	\$2,191
1998	67	5,372	\$1,068	27	1,278	\$1,293
1999	29	2,023	\$1,066	35	1,835	\$1,574
2000	21	1,243	\$1,415	22	893	\$1,683
2001	29	1,829	\$1,392	24	991	\$2,149
2002	44	2,402	\$1,959	13	519	\$1,656
2003	34	1,701	\$2,297	13	494	\$2,890
2004	23	1,678	\$2,469	12	300	\$2,993
2005	28	1,761	\$2,524	7	319	\$4,852
Total	320	20,033	x	177	7,689	x

Source: US Census of Agriculture, Eau Claire County

Information regarding the number of forestland sale transactions is not as consistently available throughout the years, but what is known appears in Table 5.44. Between years 1996 and 2005, Eau Claire County has had an average of roughly 22 transactions per year where forestland was diverted to other uses. The average known price per acre for those transactions was \$1,638. Over the same

¹³ For the purposes of addressing the requirements of Wis. State Statute 66.1001, it is assumed that all new development will require the conversion of agricultural land. It is likely that an unknown percentage of new development could come from the conversion of vacant land, open space or woodlands.

time period, the County has had an average of 37 transactions per year where forestlands continued in forest use. The average price per acre for these transactions was slightly lower, \$1,351.

Table 5.44: Forest Land Sale Transactions

Year	Forest Land Continuing in Forest Use			Forest Land Diverted to Other Uses		
	Number of Transactions	Acres Sold	Dollars per Acre	Number of Transactions	Acres Sold	Dollars per Acre
1996	NA	NA	NA	NA	NA	NA
1997	NA	NA	NA	NA	NA	NA
1998	72	2,019	\$819	25	687	\$1,075
1999	33	943	\$1,011	32	581	\$1,041
2000	31	1,027	\$1,432	22	615	\$1,268
2001	28	719	\$1,349	28	830	\$1,695
2002	NA	NA	NA	NA	NA	NA
2003	NA	NA	NA	NA	NA	NA
2004	NA	NA	NA	NA	NA	NA
2005	20	658	\$2,143	3	66	\$3,109
Total	184	5,366	x	110	2,779	x

Source: US Census of Agriculture, Eau Claire County

Trends in land prices can also be derived using the tax assessment data. Table 5.45 displays the aggregate assessed value for various land use categories for year 2002 and 2005. According to the data, the total aggregate assessed value has increased by 7% (per acre) from year 2002 to 2005. The information is from the WI Department of Revenue and caution should be given as the WIDOR has periodically switched the way that they have reported certain land classifications over the years. In addition, technological advances have allowed the WIDOR to better identify land types. These changes can account for some land uses growing in total parcels but decreasing in total acreage. Finally, local assessors have changed over time, which can also account for some difference in the methods by which data was reported.

Table 5.45: City of Altoona Land Use Assessment Statistics

Land Use	2002 (see note below)			2005			
	Parcels	Acres	Aggregate Assessed Value	Parcels	Acres	Aggregate Assessed Value	Equalized Value
Residential	2,107	228	\$192,538,200	2,188	301	\$208,764,300	\$244,949,000
Commercial	291	331	\$73,596,840	292	333	\$77,185,040	\$87,580,200
Manufacturing	3	1	\$423,000	4	3	\$542,200	\$631,000
Agricultural	0	0	\$0	8	104	\$14,500	\$16,000
S&W/ Undeveloped	0	0	\$0	2	13	\$15,200	\$28,000
AG Forest	0	0	\$0	1	13	\$9,400	\$90,300
Forest	2	15	\$27,900	6	47	\$45,000	\$77,400
Other	0	0	\$0	0	0	\$0	\$0
Personal Property	x	x	\$6,670,550	x	x	\$6,153,898	\$7,261,700
Total	2,403	575	\$273,256,490	2,501	814	\$292,729,538	\$340,633,600

Source: WI Dept Revenue, City of Altoona

NOTE: 2001 parcel count and assessed values by real estate class not available for City of Altoona

1. Aggregate Assessed Value – This is the dollar amount assigned to taxable real and personal property by the local assessor for the purpose of taxation. Assessed value is called a primary assessment because a levy is applied directly against it to determine the tax due. Accurate assessed values ensure fairness between properties within the taxing jurisdiction. The law allows each municipality to be within 10% of market value

(equalized value), provided there is equity between the taxpayers of the municipality. (Source: 2006 Guide for Property Owners, WI DOR)

2. Equalized Value Assessment – *This is the estimated value of all taxable real and personal property in each taxation district. The value represents market value (most probable selling price), except for agricultural property, which is based on its use (ability to generate agricultural income) and agricultural forest and undeveloped lands, which are based on 50% of their full, fair market value. Since assessors in different taxing districts value property at different percentages of market value, equalized values ensure fairness between municipalities. The equalized values are used for apportioning county property taxes, public school taxes, vocational school taxes, and for distributing property tax relief. In summary, equalized values are not only used to distribute the state levy among the counties, but also the equalized values distribute each county's levy among the municipalities in that county. The WI-DOR determines the equalized value. (Source: 2006 Guide for Property Owners, WI-DOR)*

5.8.4 Existing & Potential Land Use Conflicts

The Plan Committee noted that the closed landfill located in the Windsor Forest subdivision is a land use conflict. Other issues include large lot development along the peripheral of the city, which makes expanding urban services more expensive. Refer to Section 5.7.4 Intergovernmental Conflicts & Potential Solutions.

5.8.5 Redevelopment Opportunities

Besides those locations listed in the WIDNR BRRTS report (Section 5.6.4) the Plan Committee noted a desire to redevelop or enhance the look of the downtown area along with a few other historic retail areas (Refer to Chapter 3).

2007 City of Altoona Resident Survey

Background

A paper-based survey was administered in order to gain an understanding of the range of opinions and interests of City of Altoona residents. The survey results will be instrumental in guiding the development of a community vision, as well as appropriate goals and objectives for the City of Altoona Comprehensive Plan.

At their April 25th, 2007 meeting, the Altoona Plan Committee carefully reviewed and revised a draft survey, which would later be mailed to a sample of households across the City. The final survey consisted of 34 questions focusing on a wide range of issues pertinent to the comprehensive plan. A random sample of households received the following items:

- 1) Pre-survey postcard with an explanation of the survey effort and notification that a survey would arrive in the coming week (6/4/07)
- 2) Survey complete with instructions and pre-paid return postage (6/12/07)
- 3) Follow-up postcard to thank those that had returned the survey and to encourage those that had not yet replied to complete the form (6/28/07)

An important goal was to administer the resident survey in a way that would glean statistically valid results. Put simply, the survey effort was designed so that the responses (from randomly selected households) would best represent Altoona households as a whole. Based on the approach taken and the responses received, the surveys received are representative of all Altoona households as follows: *One can be 95% sure that the answers provided are within + or -13.3% of the answers that would have been provided by the entire population of Altoona households.* For example, if 70% of the respondents indicated that they strongly agree with something, we can be 95% sure that between 56.7% and 83.3% of all Altoona householders would strongly agree with it (see details at end of report).

Summary of Results

Demographics

A total of 53 surveys were received from Altoona households, representing a total of 128 people (32 people under the age of 18, 73 people between the ages of 18 and 64, and 23 people over the age of 65). Over 86% of the respondents live in single-family homes, and less than 10% rent their homes.

Quality of Life

When asked to pick the reasons they chose to live in Altoona, the top three responses were "Quality Neighborhood", "Low Crime Rate", and "Quality Schools". Of those on the list provided, the three *least* frequent responses were "Recreational Opportunities", "Property Tax", and "Historical Significance". Over 88% of respondents rated the overall quality of life in Altoona as good or excellent. 21% indicated that quality of life had worsened over the past 5 years, and 20% expected it to continue to worsen over the next five years. Only 21% indicated that they would be willing to accept higher taxes to achieve their vision for improving the quality of life in the City.

Transportation

The majority of respondents positively rated aspects of the Altoona transportation system, although many respondents were unsure about Altoona's bike trails, bus service, and shared ride van services. Over the next ten years, 90% of respondents indicated that *maintenance to existing roadways* was important. With regard to bicycling, the *development of separate bike trails* was supported (53%) to a greater extent than *widening shoulders on roadways* (32%). On the other hand, the improvement of existing sidewalks was supported (44%) to a greater extent than developing additional sidewalks (31%). For all categories except *road maintenance* and *subsidized transportation for the poor, elderly, and disabled*, a majority of respondents opposed tax increases for transportation improvements.

Agriculture, Natural, and Cultural Resources

Natural resources- In all cases, the majority of respondents were "satisfied" or "very satisfied" with current aspects of Altoona's environmental quality. *Air quality* and *groundwater quality* resulted in the highest levels of satisfaction, while the preservation of *wildlife habitat* and *open space* had the highest levels of dissatisfaction. With regard to preserving environmental features in the future, the majority of respondents stressed that *groundwater, lake and river shorelines, surface*

water, forests and woodlands, and scenic views are “very important” to preserve. None of the features were determined to be “not important” to preserve by any more than 25% of respondents.

Parks and recreation- 80% of respondents either agreed or strongly agreed that developers in Altoona should be required to provide neighborhood parks or recreational facilities as part of subdivision approval. At least a majority of respondents ranked all types of parks as either medium or high priority. Among the park types listed, *conservancy parks* were given highest priority, while *tot lots* were the least supported. When asked how Altoona should invest in recreational facilities over the next ten years, the three types of facilities supported most by respondents were *beaches, picnic areas, and fishing access*. The majority of respondents indicated that funding for these facilities should come from *user fees (59%)* or a *combination of fees and taxes (39%)*.

Housing

Of the types of housing developments listed, a majority of respondents felt that the City should encourage *single-family housing (86%)*, *focus on improving existing housing quality (82%)* *assisted living facilities for seniors (59%)*, *senior condominiums and apartments (56%)*, and *affordable housing (52%)*. 66% of respondents indicated that *mobile home parks* should be discouraged, and 49% indicated the same for *apartments with 3 or more units*.

Economic Development

With the exception of *heavy industrial*, respondents indicated strongly that the City should encourage nearly all types of commercial development, and 85% of respondents indicated that there should be a concentrated effort to recruit new businesses in the City. The types of commercial development most strongly supported by respondents were *family restaurants (90%)*, *light manufacturing facilities (81%)*, *small specialty retail shops (78%)*, and *high-technology manufacturing (77%)*. Those most strongly opposed by respondents were *heavy manufacturing (56%)*, *fast food restaurants (40%)*, and *upscale department stores (31%)*.

Utility and Community Facilities

Respondents were asked to rate a wide array of services (public and private), and indicate whether they would support taxes or fees to improve them if needed. In all cases, a majority of respondents indicated that services were “excellent” or “good”. Overall, the services with the lowest ratings were *cable/telecommunications* and *street and road maintenance*.

A majority (51%) of respondents supported increases in taxes and fees (when necessary) to improve *fire protection*, and over 40% of respondents supported such increases for *street/road maintenance, public library, police protection, municipal water, ambulance service* and the *public school system*.

Land Use

When taken as a whole, respondents indicated that they would like to see Altoona grow at its present projected rate or slower over the next 20 years. Only 10% of respondents felt that land use policies and regulations should be *less restrictive*, while 35% felt that they should be *more restrictive*.

Of the future visions for the City, two stood out as the most strongly supported. 20% strongly agreed and 43% agreed that Altoona should *promote development or redevelopment in the core of the community instead of annexing additional property*. 31% strongly agreed and 28% agreed that Altoona should be a *full service community where all shopping, service, housing, and healthcare needs can be met*.

With regard to neighborhood design, 85% of respondents agreed or strongly agreed that *a mix of lot sizes* was best for future neighborhoods, although *medium lots (10,000-15,000 sq. ft.)* had the highest level of support among lot sizes. Neighborhoods with sidewalks, recreational trails, open space, and parks within walking distance were all strongly supported by respondents.

Results: 2007 City of Altoona Resident Survey

Demographics

1) How long have you lived in Altoona?

N= 53 Less than 2 years: 3, 5.7% 2-10 years: 19, 35.8% More than 10 years: 31, 58.5

2) Your age

N= 53 18-34: 8, 15.1% 35-64: 30, 56.6% 65 and older: 15, 28.3%

3) People in represented households by age group (128 individuals represented)

0-5 yrs	6-17	18-34	35-64	65 or older
12, 9.4%	20, 15.6%	18, 14.1%	55, 43.0%	23, 18.0%

4) What is your occupation?

N=53

Farming	0, 0.0%	Transportation	2, 3.8%	Retired	19, 35.8%
Government	3, 5.7%	Self-Employed	4, 7.5%	Health Care	7, 13.2%
Unemployed	1, 1.9%	Manufacturing	3, 5.7%	Other	4, 7.5%
Technology	2, 3.8%	Homemaker	2, 3.8%	No Answer	0, 0%
Education	1, 1.9%	Retail	0, 0.0%		
Management	3, 5.7%	Sales	2, 3.8%		

5) Where is your place of employment?

N=33

City of Eau Claire:	23, 69.7%	Elsewhere within Eau Claire County	1, 3.0%
City of Altoona:	6, 18.2%	Outside of Eau Claire County	3, 9.1%

6) What type of dwelling do you live in?

N=52

Farmstead:	0, 0.0%	Unit in a duplex	3, 5.8%
Single-family home	45, 86.5%	Unit in an apartment facility	0, 0.0%
Condominium	3, 5.8%	Unit in an assisted living facility	0, 0.0%
Mobile home	0, 0.0%	Other	1, 1.9%

7) Do you own or rent your home?

N= 51 Own: 46, 90.2% Rent: 5, 9.8%

Quality of Life

8) What are the five most important reasons you and your family choose to live in Altoona?

N=52 (52 respondents picked at least one answer, Answers are listed below in order of frequency)

Quality Neighborhood	32, 61.5%	Natural Beauty	18, 34.6%
Low Crime Rate	28, 53.8%	Appearance of Homes	15, 28.8%
Quality Schools	25, 48.1%	Affordability of Housing	14, 26.9%
Community Atmosphere	22, 42.3%	Other:	7, 13.5%
Near Job	21, 40.4%	Community Services	5, 9.6%
Near Family and Friends	19, 36.5%	Recreational Opportunities	5, 9.6%

Property Tax 4, 7.7% Historical Significance 0, 0.0%

9) Overall, how would you rate the quality of life here in Altoona?

N= 52 Excellent Good Fair Poor Not Sure
 15, 28.8% 31, 59.6% 1, 1.9% 5, 9.6% 0, 0.0%

10) In the last five years the quality of life in the Altoona has:

N=52 Improved Stayed the same Worsened Not Sure
 7, 13.5% 29, 55.8% 11, 21.2% 5, 9.6%

11) During the next five years I expect the quality of life in Altoona to:

N= 51 Improve Stay the same Worsen Not Sure
 12, 23.5% 24, 47.1% 10, 19.6% 5, 9.8%

12) If your vision for improving the quality of life in Altoona required an increase in taxes, how important is it that you achieve that vision?

N= 52
 Important -- I would accept higher taxes to achieve this vision: 11, 21.2%
 Important only if it can be done without an increase in taxes: 33, 63.5%
 Not important – I am more interested in lowering my tax rates: 8, 15.4%

Transportation

13) Rate the following in Altoona

		Excellent	Good	Fair	Poor	Not Sure
a) Roads	N=51	1, 2.0%	31, 60.8%	12, 23.5%	7, 13.7%	0, 0.0%
b) Sidewalks	N=50	2, 4.0%	29, 58.0%	15, 30.0%	4, 8.0%	0, 0.0%
c) Bike Trails	N=47	6, 12.8%	16, 34.0%	5, 10.6%	2, 4.3%	18, 38.3%
d) Bus Service	N=48	2, 4.2%	17, 35.4%	4, 8.3%	3, 6.3%	22, 45.8%
e) Shared Ride Van Services for seniors and disabled individuals	N=46	1, 2.2%	6, 13.0%	1, 2.2%	0, 0.0%	38, 82.6%
f) Other: Traffic Noise (Poor); Local Govt (Poor); Walks- Tree Service (Excellent)						

14) Local roads and streets in Altoona are in adequate condition.

N=50 Strongly Agree Agree Disagree Strongly Disagree Not Sure
 4, 8.0% 33, 66.0% 9, 18.0% 4, 8.0% 0, 0.0%

15) During the next ten years, which of the following transportation investments do you think would be best for Altoona?

		Strongly Agree	Agree	Disagree	Strongly Disagree	Not Sure
a) Maintenance to existing roadways	N=51	17, 33.3%	29, 56.9%	3, 5.9%	0, 0.0%	2, 3.9%
b) Improve bicycling opportunities by widening shoulders on existing roads	N=50	5, 10.0%	11, 22.0%	19, 38.0%	6, 12.0%	9, 18.0%
c) Improve bicycling opportunities by developing separate trails	N=51	4, 7.8%	23, 45.1%	11, 21.6%	6, 11.8%	7, 13.7%
d) Improve pedestrian opportunities by improving existing sidewalks	N=50	5, 10.0%	17, 34.0%	17, 34.0%	4, 8.0%	7, 14.0%
e) Improve pedestrian opportunities by developing additional sidewalks	N=51	4, 7.8%	12, 23.5%	19, 37.3%	6, 11.8%	10, 19.6%
f) Improve Bus Service	N=48	5, 10.4%	14, 29.2%	10, 20.8%	2, 4.2%	17, 35.4%
g) Support investments to publicly subsidized transportation for the elderly, poor, and disabled for medical appointments, work, job training,		4, 8.2%	21, 42.9%	13, 26.5%	2, 4.1%	9, 18.4%

and shopping	N=49				
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16) If these steps to improve transportation services required increase in your taxes or fees, would you support or oppose increases for the following?

		Support	Oppose	Not Sure
a) Maintenance to existing roadways	N=51	27, 52.9%	17, 33.3%	7, 13.7%
b) Improve bicycling opportunities by widening shoulders on existing roads	N=51	7, 13.7%	34, 66.7%	10, 19.6%
c) Improve bicycling opportunities by developing separate trails	N=51	13, 25.5%	32, 62.7%	6, 11.8%
d) Improve pedestrian opportunities by improving existing sidewalks	N=51	14, 27.5%	30, 58.8%	7, 13.7%
e) Improve pedestrian opportunities by developing additional sidewalks	N=51	13, 25.5%	34, 66.7%	4, 7.8%
f) Improve Bus Service	N=51	11, 21.6%	29, 56.9%	11, 21.6%
g) Support investments to publicly subsidized transportation for the elderly, poor, and disabled for medical appointments, work, job training, and shopping	N=51	20, 39.2%	19, 37.3%	12, 23.5%

Agriculture, Natural, and Cultural Resources

17) How satisfied are you with the following aspects of environmental quality in the Altoona area?

		Very Satisfied	Satisfied	Unsatisfied	Very Unsatisfied	Not Sure
a) Air Quality	N=51	17, 33.3%	30, 58.8%	3, 5.9%	0, 0.0%	1, 2.0%
b) Surface Water Quality (rivers, lakes)	N=50	9, 18.0%	26, 52.0%	10, 20.0%	2, 4.0%	3, 6.0%
c) Groundwater Quality	N=51	14, 27.5%	30, 58.8%	4, 7.8%	1, 2.0%	2, 3.9%
d) Stormwater Drainage	N=51	11, 21.6%	30, 58.8%	5, 9.8%	0, 0.0%	5, 9.8%
e) Preservation of Open Space	N=50	5, 10.0%	23, 46.0%	13, 26.0%	3, 6.0%	6, 12.0%
f) Preservation of Wildlife Habitat	N=50	5, 10.0%	21, 42.0%	16, 32.0%	4, 8.0%	4, 8.0%
g) Signage Control	N=48	4, 8.3%	35, 72.9%	5, 10.4%	1, 2.1%	3, 6.3%
h) Noise Control	N=51	2, 3.9%	33, 64.7%	10, 19.6%	6, 11.8%	0, 0.0%
i) Lighting Control	N=50	5, 10.0%	32, 64.0%	9, 18.0%	2, 4.0%	2, 4.0%
j) Property upkeep/cleanliness	N=51	5, 9.8%	31, 60.8%	8, 15.7%	3, 5.9%	4, 7.8%

18) Please indicate how important it is to preserve the following features in the City of Altoona.

		Very Important	Somewhat Important	Not Important	Not Sure
a) Wetlands	N=50	19, 38.0%	21, 42.0%	6, 12.0%	4, 8.0%
b) Farmland	N=47	14, 29.8%	20, 42.6%	9, 19.1%	4, 8.5%
c) Wildlife habitat	N=52	24, 46.2%	18, 34.6%	6, 11.5%	4, 7.7%
d) Forests / Woodlands	N=52	31, 59.6%	14, 26.9%	5, 9.6%	2, 3.8%
e) Lake and river shorelines	N=52	37, 71.2%	12, 23.1%	2, 3.8%	1, 1.9%
f) Scenic views	N=51	27, 52.9%	17, 33.3%	6, 11.8%	1, 2.0%
g) Undeveloped hilltops and hillsides	N=50	20, 40.0%	22, 44.0%	6, 12.0%	2, 4.0%
h) Surface water	N=50	32, 64.0%	14, 28.0%	2, 4.0%	2, 4.0%
i) Groundwater	N=49	38, 77.6%	8, 16.3%	1, 2.0%	2, 4.1%
j) Cultural / Historic sites & buildings	N=50	14, 28.0%	22, 44.0%	12, 24.0%	2, 4.0%

19) Please indicate your level of agreement with the following statement: Current environmental policies and regulations in Altoona adequately protect the environment from damage or disruption:

N=49	Strongly Agree	Agree	Disagree	Strongly Disagree	Not Sure
	3, 6.1%	17, 34.7%	10, 20.4%	5, 10.2%	14, 28.6%

20) Please indicate your level of agreement with the following statement: Developers should be required to provide neighborhood parks or other recreational facilities as part of subdivision approval:

N=50	Strongly Agree	Agree	Disagree	Strongly Disagree	Not Sure
	15, 30.0%	25, 50.0%	5, 10.0%	1, 2.0%	4, 8.0%

21) Which of the following types of park and recreational facilities are currently needed to serve Altoona residents? (check boxes for level of priority)

	High	Medium	Low	Not a Priority	Not Sure
a) Tot lots (<1 acre, serves limited population) includes facilities such as benches and playground equipment N=50	3, 6.0%	22, 44.0%	12, 24.0%	11, 22.0%	2, 4.0%
b) Neighborhood Parks (1-5 acres, serves up to ¼ mi radius), includes multiple recreation facilities such as basketball courts, playground equipment N=50	13, 26.0%	16, 32.0%	12, 24.0%	8, 16.0%	1, 2.0%
c) Community Parks (5-20 acres, serves entire community), multiple facilities such as lighted fields, concessions, trails, shelters, swimming facilities, etc N=51	12, 23.5%	18, 35.3%	11, 21.6%	8, 15.7%	2, 3.9%
d) Conservancy Parks (>1 acre) includes nature trails, wildlife viewing areas, ponds, picnic areas, etc N=50	10, 20.0%	24, 48.0%	7, 14.0%	6, 12.0%	3, 6.0%
e) Bike & pedestrian trails N=50	11, 22.0%	20, 40.0%	7, 14.0%	10, 20.0%	2, 4.0%

22) During the next ten years, which of the following recreational facilities do you think Altoona should invest in? (check boxes for level of priority)

	High	Medium	Low	Not a Priority	Not Sure
a) Community/Recreational Center N=48	10, 20.8%	13, 27.1%	10, 20.8%	14, 29.2%	1, 2.1%
b) Cross-country ski trails N=49	0, 0.0%	8, 16.3%	18, 36.7%	22, 44.9%	1, 2.0%
c) Picnic areas N=49	6, 12.2%	22, 44.9%	13, 26.5%	8, 16.3%	0, 0.0%
d) Beaches N=49	12, 24.5%	19, 38.8%	12, 24.5%	5, 10.2%	1, 2.0%
e) Bike & pedestrian trails N=49	15, 30.6%	13, 26.5%	11, 22.4%	9, 18.4%	1, 2.0%
f) Community garden N=47	2, 4.3%	10, 21.3%	11, 23.4%	21, 44.7%	3, 6.4%
g) Fishing access N=49	8, 16.3%	17, 34.7%	13, 26.5%	8, 16.3%	3, 6.1%
h) Frisbee golf courses N=49	1, 2.0%	7, 14.3%	11, 22.4%	26, 53.1%	4, 8.2%
i) Playground equipment N=49	2, 4.1%	25, 51.0%	11, 22.4%	9, 18.4%	2, 4.1%
j) Tennis courts N=49	1, 2.0%	10, 20.4%	15, 30.6%	21, 42.9%	2, 4.1%
k) Basketball courts N=49	2, 4.1%	11, 22.4%	16, 32.7%	18, 36.7%	2, 4.1%
l) Baseball/softball diamonds N=48	6, 12.5%	9, 18.8%	17, 35.4%	15, 31.3%	1, 2.1%
m) Dog parks N=49	4, 8.2%	7, 14.3%	11, 22.4%	26, 53.1%	1, 2.0%
n) Volleyball courts N=49	1, 2.0%	12, 24.5%	15, 30.6%	19, 38.8%	2, 4.1%
o) Outdoor Ice Rink N=49	6, 12.2%	19, 38.8%	5, 10.2%	18, 36.7%	1, 2.0%

23) If you believe that any of the resources listed in Question #22 should be created or expanded, how should the improvements be paid for?

N=46	Property Taxes	User Fees	Combination of Fees & Taxes
1, 2.2%		27, 58.7%	18, 39.1%

Housing

24) What should the City’s direction be concerning the following types of housing development?

	Encourage	Allow, but not Encourage	Discourage	Not Sure
a) Single-family housing N=51	44, 86.3%	5, 9.8%	1, 2.0%	1, 2.0%
b) Mobile home parks N=50	1, 2.0%	14, 28.0%	33, 66.0%	2, 4.0%
c) Duplexes (2 units) N=49	15, 30.6%	25, 51.0%	7, 14.3%	2, 4.1%
d) Apartments (3 or more units) N=51	4, 7.8%	20, 39.2%	25, 49.0%	2, 3.9%
e) Townhomes and condominiums N=50	18, 36.0%	22, 44.0%	8, 16.0%	2, 4.0%
f) Affordable Housing N=50	26, 52.0%	17, 34.0%	3, 6.0%	4, 8.0%
g) Senior condominiums and apartments N=50	28, 56.0%	16, 32.0%	1, 2.0%	5, 10.0%
h) Assisted living facilities for seniors N=51	30, 58.8%	12, 23.5%	3, 5.9%	6, 11.8%
i) Starter (first time buyer) homes N=51	23, 45.1%	20, 39.2%	4, 7.8%	4, 7.8%
j) Executive (high-end) homes N=50	20, 40.0%	14, 28.0%	13, 26.0%	3, 6.0%
k) Focus on improving existing housing quality N=51	42, 82.4%	4, 7.8%	2, 3.9%	3, 5.9%

Economic Development

25) What should the City's direction be concerning the following types of development?

		Encourage	Allow, but not Encourage	Discourage	Not Sure
a) Light Industrial	N=50	35, 70.0%	6, 12.0%	8, 16.0%	1, 2.0%
b) Heavy Industrial	N=50	16, 32.0%	14, 28.0%	18, 36.0%	2, 4.0%
c) Commercial/Retail	N=50	34, 68.0%	11, 22.0%	4, 8.0%	1, 2.0%
d) Office Development	N=49	35, 71.4%	8, 16.3%	5, 10.2%	1, 2.0%
e) Restaurants	N=50	36, 72.0%	11, 22.0%	3, 6.0%	0, 0.0%
f) Other: We need it all (Encourage); Multipurpose Rental Facility (Encourage); Retail Stores (Encourage)					

26) Should a concentrated effort be undertaken to recruit new businesses in Altoona?

N=47	Yes	No	Not Sure
	40, 85.1%	2, 4.3%	5, 10.6%

27) Do you support or oppose the following development types in Altoona?

		Support	Oppose	Not Sure
a) Transport industrial (warehousing, distribution centers, etc.)	N=51	28, 54.9%	15, 29.4%	8, 15.7%
b) Light manufacturing (product assembly, product fabrication, etc.)	N=52	42, 80.8%	9, 17.3%	1, 1.9%
c) Heavy manufacturing (primary manufacturing such as foundries, etc.)	N=52	12, 23.1%	29, 55.8%	11, 21.2%
d) High-technology manufacturing	N=52	40, 76.9%	8, 15.4%	4, 7.7%
e) Business Park	N=50	34, 68.0%	8, 16.0%	8, 16.0%
f) Supermarkets	N=52	35, 67.3%	10, 19.2%	7, 13.5%
g) Specialty grocery stores	N=52	32, 61.5%	11, 21.2%	9, 17.3%
h) Fast food restaurants	N=52	25, 48.1%	21, 40.4%	6, 11.5%
i) Convenience stores	N=52	34, 65.4%	14, 26.9%	4, 7.7%
j) Family restaurants	N=50	45, 90.0%	2, 4.0%	3, 6.0%
k) Entertainment establishments	N=51	25, 49.0%	15, 29.4%	11, 21.6%
l) Small specialty retail shops	N=51	40, 78.4%	4, 7.8%	7, 13.7%
m) Discount department stores	N=51	31, 60.8%	10, 19.6%	10, 19.6%
n) Upscale department stores	N=52	27, 51.9%	16, 30.8%	9, 17.3%
o) Other: Hair Salons (Support); Multipurpose Hall and Auditoriums (Support); Spas (Support)				

Utility & Community Facilities

28) From your experience, please rate the following services in the City of Altoona.

		Excellent	Good	Fair	Poor	Not Sure
a) Ambulance Service	N=51	13, 25.5%	18, 35.3%	1, 2.0%	1, 2.0%	18, 35.3%
b) Fire Protection	N=51	22, 43.1%	16, 31.4%	2, 3.9%	0, 0.0%	11, 21.6%
c) Garbage Collection	N=52	16, 30.8%	31, 59.6%	3, 5.8%	1, 1.9%	1, 1.9%
d) Municipal Water System	N=51	12, 23.5%	22, 43.1%	9, 17.6%	5, 9.8%	3, 5.9%
e) Park and Recreation Facilities	N=51	9, 17.6%	33, 64.7%	6, 11.8%	1, 2.0%	2, 3.9%
f) Police Protection	N=52	14, 26.9%	29, 55.8%	4, 7.7%	2, 3.8%	3, 5.8%
g) Public Library	N=51	18, 35.3%	22, 43.1%	5, 9.8%	1, 2.0%	5, 9.8%
h) Public School System	N=52	18, 34.6%	17, 32.7%	6, 11.5%	2, 3.8%	9, 17.3%
i) Recycling Program	N=51	9, 17.6%	27, 52.9%	6, 11.8%	5, 9.8%	4, 7.8%
j) Sanitary Sewer Service	N=51	10, 19.6%	27, 52.9%	6, 11.8%	1, 2.0%	7, 13.7%
k) Snow Removal	N=51	13, 25.5%	24, 47.1%	7, 13.7%	5, 9.8%	2, 3.9%
l) Stormwater Management	N=50	9, 18.0%	24, 48.0%	6, 12.0%	4, 8.0%	7, 14.0%
m) Street and Road Maintenance	N=52	8, 15.4%	26, 50.0%	12, 23.1%	6, 11.5%	0, 0.0%
n) Cable / Telecommunications	N=51	7, 13.7%	23, 45.1%	8, 15.7%	9, 17.6%	4, 7.8%

29) Would you support or oppose taxes or fees to improve the following services?

		Support	Oppose	Not Sure
a) Ambulance Service	N=51	21, 41.2%	19, 37.3%	11, 21.6%
b) Fire Protection	N=51	26, 51.0%	17, 33.3%	8, 15.7%
c) Garbage Collection	N=51	7, 13.7%	35, 68.6%	9, 17.6%
d) Municipal Water System	N=51	23, 45.1%	18, 35.3%	10, 19.6%
e) Park and Recreation Facilities	N=50	18, 36.0%	24, 48.0%	8, 16.0%
f) Police Protection	N=51	22, 43.1%	22, 43.1%	7, 13.7%
g) Public Library	N=52	23, 44.2%	21, 40.4%	8, 15.4%
h) Public School System	N=52	21, 40.4%	25, 48.1%	6, 11.5%
i) Recycling Program	N=50	14, 28.0%	27, 54.0%	9, 18.0%
j) Sanitary Sewer Service	N=51	19, 37.3%	23, 45.1%	9, 17.6%
k) Snow Removal	N=51	19, 37.3%	23, 45.1%	9, 17.6%
l) Stormwater Management	N=51	15, 29.4%	24, 47.1%	12, 23.5%
m) Street and Road Maintenance	N=51	24, 47.1%	21, 41.2%	6, 11.8%
n) Cable / Telecommunications	N=50	8, 16.0%	32, 64.0%	10, 20.0%

Land Use

30) From year 2005 to 2025, Altoona’s population is projected to increase 23 percent from 6,728 to 8,303. At what rate would you like to see growth occur?

N=51	Faster than projected 7, 13.7%	Present projected rate 16, 31.4%	Slower than projected 22, 43.1%	Not Sure 6, 11.8%
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31) How would you direct Altoona civic leaders and planners with regard to land use policies and regulations?

N=49	Be less restrictive 5, 10.2%	Current policies are okay 27, 55.1%	Be more restrictive 17, 34.7%
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32) In the future, Altoona should strive to:

		Strongly Agree	Agree	Disagree	Strongly Disagree	Not Sure
a) Be a full service community where all work, shopping, service, housing, and healthcare needs can be met	N=51	16, 31.4%	14, 27.5%	13, 25.5%	5, 9.8%	3, 5.9%
b) Focus on becoming a manufacturing or business-based community	N=52	5, 9.6%	21, 40.4%	13, 25.0%	5, 9.6%	8, 15.4%
c) Focus on becoming a nature-based tourism community	N=51	5, 9.8%	20, 39.2%	15, 29.4%	4, 7.8%	7, 13.7%
d) Focus on becoming cultural arts, entertainment, and recreational community	N=51	5, 9.8%	21, 41.2%	13, 25.5%	7, 13.7%	5, 9.8%
e) Promote development or redevelopment in the core of the community instead of annexing additional property	N=51	10, 19.6%	22, 43.1%	8, 15.7%	1, 2.0%	10, 19.6%

33) Indicate your level of agreement with how new housing and neighborhoods in Altoona should be designed.

		Strongly Agree	Agree	Disagree	Strongly Disagree	Not Sure
a) Small lots (under 10,000 sq. ft; under 80’ by 125’)	N=43	0, 0.0%	16, 37.2%	16, 37.2%	2, 4.7%	9, 20.9%
b) Medium lots (10,000-15,000 sq. ft.)	N=44	7, 15.9%	22, 50.0%	7, 15.9%	0, 0.0%	8, 18.2%
c) Large lots (over 15,000 sq ft.)	N=44	3, 6.8%	14, 31.8%	15, 34.1%	2, 4.5%	10, 22.7%
d) A mix of lot sizes	N=47	11, 23.4%	29, 61.7%	3, 6.4%	0, 0.0%	4, 8.5%
e) With sidewalks	N=48	14, 29.2%	20, 41.7%	10, 20.8%	1, 2.1%	3, 6.3%
f) With recreational trails and open space	N=46	15, 32.6%	17, 37.0%	6, 13.0%	1, 2.2%	7, 15.2%
g) With parks within walking distance of residents	N=47	13, 27.7%	21, 44.7%	8, 17.0%	2, 4.3%	3, 6.4%

34) Additional Comments

<p>The noise pollution in this town is horrible. I suggest that you approach the DOT about building a sound barrier along the 53 bypass corridor so that the residents that live along it can get a decent nights sleep. As far as that River Prairie goes, it's been nothing but a pain in the butt. I figure it's already cost me over \$6,000 dollars in special assessments and extra taxes. I suggest you give it back to the Indians and let them build a casino.</p>
<p>1) Discontinue the "Good Ol Boy System" in Altoona Govt; neighborhoods: Just because newcomers aren't from Altoona originally or don't have a lucrative business to locate here, doesn't mean they should have any less voice in public matters/decisions. Hire the most qualified people for jobs- not the most connected to "old money" in Altoona. 2) Quit building high-end home districts where people w/ children live (family homes, large) to overburden the already overpopulated school system!! Where will these kids go to school? Think! 3) Taxes are above average (way above) for WI communities of this size, and we have little to no retail/festival/entertainment venues to show for it. How about a theater/flea market/craft sale site? 4) Follow the governments rules you set: Noise- stop the damned motorcycles w/out baffles speeding down 10th St. constantly and cars revving engines on Spooner(at repair shops as loudly as possible) Prohibit burning of trees cleared for bypass & developments (it's stinky, toxic, polluting, etc.!)</p>
<p>Be more open with the public about what the plans are to develop vacant land. When developing River Prairie Drive the prime concern should be in providing a tax base other than residential and provide jobs. This land should be developed with tourist and through travelers in mind considering Altoona is located halfway between Chicago and the Canadian Border. A mixture of motels along with Cracker Barrel and IHOP & Fast Food restaurants with gas stations convenience stores available. We seem to be lagging behind the Village of Lake Hallie in this type of development. We wonder why all the secrecy in this development. It seems like civic leaders do not want input from the public.</p>
<p>People please we are taxed enough. Why do you always want to dip in our pockets when it's time to improve things. Someone should be looking at obtaining grants for business developments & affordable housing through Eau Claire County Housing Authority & HUD. People- there is free money out there if you know where to look.</p>
<p>1) Yield signs at the intersection of Valmont Ave. & Harvest St. and all crossing intersections of Valmont Ave. 2) Sidewalks on Fairfax St, Hamilton St., & Valmont Ave. 3) Signs telling drivers to be cautious of children playing 4) Making business owner put up fencing/trees to separate parking lots/residential lots. 5)Helping to improve Hobbs Ice Center It is used by everyone in community I moved to this community after growing up in EC. I chose Altoona so my children would feel the importance of a "tight-knit" community. By cutting teachers/after school activities, taking away from us the whole reason of moving into a small community in the first place.</p>
<p>I would like City park lights not to be on when there are no kids playing. Better control around parks.</p>
<p>I would like to see peoples yards cleaned up, trash, garbage, old cars removed, or else make them pay a fine if not cleaned up in 30 days. Also, I have a neighbor who has a compost pile that joins my property: almost every week I have fish and fish heads, meat bones, etc. that are in my yard. It's disgusting, and when the temperature gets hot, the smell is unbearable. I shouldn't have to put up with that.</p>
<p>Altoona needs to fix the streets. Roads are in horrible shape.</p>
<p>I think the recent single-family housing developments are a disgrace. I do not sense a commitment to preserving and maximizing the city's natural beauty from city officials, with the exception of Colleen Weber. Altoona is not, and never will be, the yuppie development the River Prairie folks are hoping for. It's a disgrace to see the heart of Altoona in such disrepair as so many new homes are being built. I'm interested to see the results of this survey, and how City officials react. I do not sense any forward thinking that appropriately reflects the nature of this community.</p>
<p>Altoona has always been a great place to grow up. Taxes (prop) are already very high. It would be great to see retail/entertainment/arts, etc. come but at what cost to the taxpayers. I feel many people (including our family) like to be in a smaller community where the schools are not overcrowded. We worry that will happen if the City of Altoona wants to greatly increase it's growth. Keep it smaller, comfortable, and safe. Keep up parks/rec as well as the school system. Eau Claire is minutes away with most amenities people need/want to access without having to live there.</p>
<p>I would like to see an alleyway subdivision in Altoona. Extra wide alleys, garages in alleys, garbage can in alley. A clutter free front yard.</p>
<p>Altoona's priorities should be the following: First, clean up the city's water supply: not just River Prairie's water supply, but the water for the rest of the city as well. It appears current residents are expected to bear the cost of providing clean water to River Prairie to enable development in that area, while it is common knowledge the quality of the rest of the city's water supply is questionable at best. Second, improve the mail delivery. Current mail to much of the "city", particularly the commercial areas, remains rural route delivery. The rural carrier's route extends well into the Town of Washington, including the Wal-Mart & Sam's Club areas, which results in incredible delivery delays. During the Christmas rush, it is not uncommon for my office mail to arrive after the close of business. When</p>

<p>Mon. is a federal holiday, mail usually does not arrive until after COB on Tues. At least 1-day delay is common in mail delivery to and from Altoona on a regular basis. Close the current post office- all services provided at that post office are available at Mega Foods East all day, 7 days a week. W/ its limited services, the current post office only serves to cause confusion with respect to claiming oversized packages, certified mail, smartpost deliveries, and retrieving held mail.</p> <p>Third, Altoona should stop deluding itself into thinking it should model itself after communities like Fox Point, Whitefish Bay, and the like. Those communities have something Altoona does not and will not have for a century or two, if ever: OLD money. (Altoona's idea of old money is Jim Carter). Specialty shops and restaurants in Altoona to the exclusion of other types of industry and shopping establishments are a recipe for business failures. (The Secret Garden vs The Altoona Family Restaurant?) Encourage development of business and industry which will attract people to Altoona and result in them spending some money here- say, for example, a HOME DEPOT! Then surround it with specialty shops and restaurants. People will drive to the Home Depot, then walk to the shops and restaurants- people will not walk to River Prairie during January just to browse some specialty shop no matter how nice the pedestrian and bike trails.</p>
<p>Railroad property along Spooner Ave should have sidewalks, and be paved back to 20 feet from tracks. This isn't the 19th century. Get er done.</p>
<p>Make developers pay for impact fees before they can sell any lots + a 50% surcharge.</p>
<p>Please help us get back our clean neat looking area too much junk piled up in home lots also too many cars parked anywhere on lots- we need better rubbish take away- meaning yard clippings and tree branches etc.</p>
<p>I would love to see some smaller retail shops go up in the new River Prairie Dr. area. How about a nice (not expensive) sit down family restaurant. My ideas follow those of the one out by the mall. (TGI Fridays, Applebees, TJ Maxx's, Panera Bread, Linens & Things) I love these types of shops, but hate to always have to go out to the mall area (like all the rest of Altoona and EC) to enjoy them, especially at Xmas time!</p>
<p>More accountability on use of property taxes and local utility costs, water, etc. Very unqualified decisions being made- especially on water costs. Tax increased b/c of inactivity in use of land that needs tax producing businesses, etc. Residents are paying too much for lack of aggressive income monies.</p>
<p>If mill rates were fixed, say 1% valuation for school, 1% income tax for schools, then there would never be referendums for tax increases. This city could tack on additional fixed tax - say, .25% even .5% for city& county then everyone could budget knowing the future revenues. Tax increases would come from increases in valuation resulting from inflation and construction. Maybe annexation. Elderly and other fixed income residents could rest in peace. Departments could even budget for savings for future projects without retribution from taxpayers because referendums for increases cause political turmoil.</p>
<p>New Hwy 53 is too noisy. Do something about it.</p>
<p>Why does Altoona have sidewalks? Citizens I have observed walk in the street! The sidewalks we have include many in disrepair, have foliage overgrowth, or are not shoveled. Either make them usable or forget building them. Based on limited budgets, just get rid of sidewalks!</p> <p>Please draft restriction on camper/boat/vehicle street and property parking. There is a property near us that has "campers" parked on the property year round. If I wanted to live in a trailer court, I'd have bought a trailer and moved there.</p> <p>Why were trees removed and a "holding pond" developed on S. Wilson? It washed out twice and now without the trees that were there, allows noise from 53 bypass to grace our neighborhood. Fail!</p> <p>I would like to see taxes raised to provide the services (I.e. remove park use fees, etc.) I expect to pay for the excellent service the city provides and for the great schools! Tax crybabies can move to TX or FL.</p>

ⁱ Using a 2007 list of City of Altoona properties, County staff used a random number generator to randomly select 186 of the 2,926 residential households in the City, and 53 responses were received (28.5% response rate, and 1.8% of all households). Statistical significance varies very slightly for each individual question, since for most questions, a small number of respondents omitted answers. When all 53 respondents answered a question, the margin of error was plus or minus 11.2% at a 90% level of confidence.

# Altoona Households	2,926
Surveys Mailed	186
Responses Received	53
Response Rate	28.5%
% of Households Represented	1.8%
Confidence Level	95%
Margin of Error	+/- 13.3%

TECHNICAL & FINANCIAL RESOURCES

Local/Regional Programs and Grant Opportunities

Funding Programs By Category	Maximum Award	Application Due Date	Granting Agency
Economic Development			
Altoona Economic Development Fund <ul style="list-style-type: none"> Provides below market interest rates for commercial and industrial projects which create jobs in the city The project must leverage private investment and create new jobs 	Negotiable	Continuous	City of Altoona
I-90 Corridor Technology Zone Tax Credit Program <ul style="list-style-type: none"> Tax credits for businesses engaged in activities for research, development or manufacture of advanced products or materials. Allocation is based on total Wisconsin income, sales, and property tax payments projected by the business over three-year period. \$5 million in tax credits available 	Maximum tax credits is \$250,000 for 3 years (with option to extend for additional 2 years)	Continuous	WI DOC
Business Revolving Loan Program <ul style="list-style-type: none"> A flexible source of loan funds for commercial and industrial projects. The purpose is to encourage the creation of quality jobs and to increase the tax base. The fund primarily focus on rural businesses, value-added agricultural businesses, small businesses and businesses with limited or no access to other economic development financing. Eligible activities include acquisition of equipment, machinery, furniture, and fixtures, land and building acquisition, new building construction or building renovation, site improvements, and new operating capital. 	\$25,000+ (4% fixed interest rate)	Continuous	RBF Inc.
High Tech Loan Pool <ul style="list-style-type: none"> Created to foster economic growth and technology development in the Eau Claire area. This loan pool provides loans that cannot be secured elsewhere because of the lack of collateral. The loans will be at a reasonable interest rate and the funds may be used as equity to leverage other loans. Eligible companies include technology companies whose principal company business is engaging in research, development, computer software, computer hardware, bio-technology, optics or plastics. 	\$50,000 to \$250,000	Continuous	ECAEDC
Capital Equipment Loan Program <ul style="list-style-type: none"> Used to provide short-term low interest loans to existing Eau Claire County businesses that purchase capital equipment and create jobs. Must be an existing for profit manufacturing or service provider related to the manufacturing industry. Company must be located in Eau Claire County. One job must be created or retained for each \$10,000 received. 	No loan may exceed 60% of the assets of the fund at the time of the loan.	Continuous	ECAEDC
Innovation Development Fund <ul style="list-style-type: none"> Fund a portion of the research or outside technical assistance that is needed by existing businesses and/or entrepreneurs seeking to bring a technological advancement to the marketplace. Any business with fewer than 50 employees is eligible. 	\$7,500 to \$15,000	Continuous	ECAEDC
Xcel Energy Wisconsin Economic Development Loan Program <ul style="list-style-type: none"> Foster economic development within Xcel Energy's service territory. Funds can be used for land and building acquisition, site improvements, building construction, machinery and equipment, building renovation and leasehold improvements, inventory purchase and working capital. 	\$5,000 to \$50,000 (may not exceed 50% of the project. Term is 5 years)	Continuous	ECAEDC
Eau Claire Energy Cooperative Economic Development Loan <ul style="list-style-type: none"> Provide funds for development or expansion of quality job opportunities when conventional financing is not available. Low interest loan for existing or new businesses. 	\$200,000 per project for no more than 10 years	Continuous	Eau Claire Energy Cooperative
WCWRPC Regional Business Fund <ul style="list-style-type: none"> Improve an economy by providing gap financing for businesses located in Eau Claire, Chippewa, Barron, Clark, Dunn and St. Croix counties. One job created or saved per \$10,000 loaned. 	\$10,000 to \$100,000	Continuous	WCWRPC

Funding Programs By Category	Maximum Award	Application Due Date	Granting Agency
<p><i>Downtown Façade Loan Program</i></p> <ul style="list-style-type: none"> Financial assistance to encourage property and business owners in core downtowns to revitalize downtown commercial buildings within towns, cities, and villages of west central Wisconsin. Must be located within designated downtown boundaries of eligible towns, villages and cities Eligible activities include facade renovation; exterior lighting, doors, and graphics; signage, windows, and awnings; other facade or landscape improvements. 	\$5,000 to \$30,000 (0% fixed interest rate up to 15 years)	Continuous	RBF Inc.

State/Federal Programs and Grant Opportunities

Funding Programs By Category	Maximum Award	Application Due Date	Granting Agency
Bicycle/Pedestrian			
<p><i>Bicycle & Pedestrian Facilities Program (BFPF)</i></p> <ul style="list-style-type: none"> To construct or plan for bicycle or bicycle/pedestrian facility projects. The statutory language specifically excludes pedestrian-only facilities, such as sidewalks, and streetscaping type projects. <u>Note:</u> Because of the similarities between the BFPF and the <u>Transportation Enhancements (TE) program</u> objectives and eligibility criteria, applications and funding for both programs are undertaken together. 	Construction projects must be \$200,000 and over. Bicycle and pedestrian planning projects must cost \$50,000 or more.	April of even years	WDOT
<p><i>Safe Routes to School (SRTS)</i></p> <ul style="list-style-type: none"> Safe Routes to School (SRTS) programs encourage children ages K-8 to walk and bike to school by creating safer walking and biking routes. Eligible projects/activities must focus on children in kindergarten through eighth grades. Projects must be within a two-mile radius of any elementary or middle school. 	Reimbursement program; 100% funded. Infrastructure project must be \$25,000 and over; non-infrastructure projects must be \$10,000 and over.	March	WDOT
Brownfields			
<p><i>Brownfields Site Assessment Grant (SAG)</i></p> <ul style="list-style-type: none"> This grant can fund phase 1 & 2 environmental site assessments, site investigations, demolition, asbestos removal associated with demolition, removal of abandoned containers, and removal of underground storage tanks (USTs). 	Reimbursement program requiring 20% local match. Small & large grants available.	November (deadline date varies)	DNR
<p><i>Brownfields Greenspace/Public Facilities Grant</i></p> <ul style="list-style-type: none"> Eligible sites are defined as industrial or commercial facilities or sites with common or multiple ownership. They are abandoned, idle, or underused and have actual (or perceived) environmental contamination which adversely affects expansion or redevelopment. The sites need to be used by a local government as green space and/or recreational areas. 	Grants are classified as small, medium, or large, and match is dependent on grant size.	Continuous or until all funds are awarded.	DNR
<p><i>Land Recycling Loan (Brownfields) Program</i></p> <ul style="list-style-type: none"> Loans with a 0% interest rate (.5% servicing fee) are available to remedy environmental contamination of sites or facilities at which environmental contamination has affected groundwater or surface water or threatens to affect groundwater or surface water. 	0% loan program	Must submit Notice of Intent to Apply by December 31	DNR
<p><i>Community Development Block Grant Blight Elimination/Brownfield Redevelopment (CDBG-BEBR)</i></p> <ul style="list-style-type: none"> Designed to assist communities with assessing or remediating the environmental contamination of an abandoned, idle or underused industrial or commercial facility or site in a blighted area, or that qualifies as blighted. Critical to obtaining a grant is a redevelopment plan that describes how the property will be reused for commercial or industrial development that results in jobs and private investment in the community. 	\$1.25 million maximum award; require 20-50% match	Continuous	DOC

Funding Programs By Category	Maximum Award	Application Due Date	Granting Agency
Economic Development			
<p>Community-Based Economic Development Grants (CBED) Provides financing assistance to planning or development projects that provide technical assistance services that support business development.</p> <p>Planning, Development Projects and Assistance Grants</p> <ul style="list-style-type: none"> Grants of up to \$30,000 to fund non-profit organizations to assist small businesses, develop economic development project plans or to undertake an entrepreneur training program for at-risk youth. <p>Business Incubator & Technology Based Incubator Grants</p> <ul style="list-style-type: none"> Grants up to \$100,000 for unique regional project which are collaborative efforts between community-based organizations or local units of government Grants of up to \$10,000/year for technical assistance in developing a feasibility study or the initial design of an incubator start-up or expansion project to improve the operation of an incubator Grants of up \$100,000/year to start, rehabilitate or expand an incubator Grants of up to \$30,000/year to fund operations of an existing incubator Grants of up to \$75,000/year for a venture capital development seminar 	<p>25% cash match required</p> <p>50% cash match required</p>	<p>Varies; generally November/December</p>	<p>DOC</p>
<p>Community Development Zone (CDZ)</p> <ul style="list-style-type: none"> Tax benefit initiative designed to encourage private investment and to improve both the quality and quantity of employment opportunities. The program has more than \$38 million in tax benefits available to assist businesses that meet certain requirements and are located or willing to locate in one of 22 Community development zones. 	<p>Tax Credits provision Funding not provided directly.</p>	<p>Contact local CDZ Manager</p>	<p>DOC</p>
<p>Economic Development Administration (EDA) Grants</p> <p>Public Works</p> <ul style="list-style-type: none"> Empowers distressed communities and regions to revitalize, expand, and upgrade their physical infrastructure to attract new industry, encourage business expansion, diversify local economies, and generate or retain long-term, private sector jobs and investment. <p>Economic Adjustment Assistance Program</p> <ul style="list-style-type: none"> Funds to address the needs of distressed communities experiencing adverse economic changes that may occur suddenly over time, and generally result from industrial or corporate restructuring, new Federal laws or requirements, reduction in defense expenditures, depletion of natural resources, or natural disaster. <p>Research and National Technical Assistance</p> <ul style="list-style-type: none"> Supports research of leading edge, world-class economic development practices as well as funds information dissemination efforts. <p>Local Technical Assistance</p> <ul style="list-style-type: none"> Helps fill the knowledge and information gaps that may prevent leaders in the public and nonprofit sectors in distressed areas from making optimal decisions on local economic development issues. <p>Partnership Planning</p> <ul style="list-style-type: none"> EDA's Partnership Planning programs help support local organizations (Economic Development Districts, Indian Tribes, and other eligible areas) with their long-term planning efforts and for related short-term planning needs. 	<p>Dependent on project and local census data</p>	<p>Continual</p>	<p>EDA</p>

Funding Programs By Category	Maximum Award	Application Due Date	Granting Agency
<p>Business and Community Community Facilities Direct Loans & Grants</p> <ul style="list-style-type: none"> Funding for essential community facilities such as municipal buildings, day care centers, and health and safety facilities. Based on 2000 Census, cities and villages must be under 20,000 in population for loans and grants. Grant recipients must have a median household income below \$41,969. <p>Community Facilities Guaranteed Loans</p> <ul style="list-style-type: none"> Provide funding for the essential community facilities. Borrower must be unable to obtain credit at any reasonable rates and terms from other sources. <p>Rural Business Enterprise Grant (RBEG)</p> <ul style="list-style-type: none"> Used to finance and develop small and emerging private businesses with less than \$1 million in revenues, and which will have fewer than 50 new employees. Funds can be used for technical assistance, revolving loan program, incubator/industrial buildings, and industrial park improvements. <p>Rural Business Opportunity Grants</p> <ul style="list-style-type: none"> Provide technical assistance, training, and planning activities that improve economic conditions in rural areas and cities and villages with a population of 10,000 or less. 	<p>Federal funding and project dependent.</p>	<p>Varies by grant.</p>	<p>USDA Rural Development</p>
Fire/ Emergency Response/Homeland Security			
<p>Volunteer Fire Assistance Grant</p> <ul style="list-style-type: none"> Available to county/area fire associations to support wildland fire suppression capabilities in an area through broad-ranging projects of benefit to all of the local fire departments. Must have a positive impact on the prevention, detection, and suppression of wildland fires in all the communities served by a county/area fire association. 	<p>50% project reimbursement. \$1,500 minimum, \$10,000 maximum grant award.</p>	<p>July 2</p>	<p>DNR</p>
<p>Assistance to Firefighters Grant (AFG)</p> <ul style="list-style-type: none"> The AFG program awards grants directly to fire departments of a State to enhance their ability to protect the health and safety of the public and firefighting personnel, with respect to fire and fire-related hazards. Grants are awarded on a competitive basis to applicants that address AFG program priorities, demonstrate financial need, and demonstrate the benefit to be derived from their projects. 	<p>Project dependant</p>	<p>March</p>	<p>FEMA</p>
<p>Staffing for Adequate Fire & Emergency Response (SAFER)</p> <ul style="list-style-type: none"> Funds awarded directly to fire departments and volunteer firefighter interest organizations in order to help them increase the number of trained, "front-line" firefighters available in their communities. 	<p>Project and community dependant</p>	<p>August</p>	<p>FEMA</p>
<p>Fire Prevention & Safety Grants (FP&S)</p> <ul style="list-style-type: none"> Funding for fire prevention activities and to research and develop improvements to firefighter safety. Grants are designed to reach high-risk target groups and mitigate incidences of deaths and injuries caused by fire and related hazards. 	<p>\$1 million maximum; match required depending on population served</p>	<p>November</p>	<p>FEMA</p>
<p>Homeland Security Grant Program (HSGP) Helps protect Wisconsin's communities by building the capacity to prevent, respond to, and recover from a catastrophic incident of terrorism in the state.</p> <p>Citizen Corps</p> <ul style="list-style-type: none"> Funds to encourage community participation in domestic preparedness through public education and outreach, training, and volunteer service. <p>Data Sharing</p> <ul style="list-style-type: none"> Funding for data sharing is being coordinated with the Wisconsin Justice Information Sharing (WIJIS) project. These grants use an online application process. Units of government that have been identified to apply for these grants will be contacted by OJA and notified when the online application is made available, as well as what types of equipment are eligible under the grant. Agencies should not submit a registration request or apply for the grant until notified and specifically invited to apply by OJA. <p>Equipment Grants</p> <ul style="list-style-type: none"> Funds for the purchase of equipment to prevent, respond to, and 	<p>Dependent on State grant award and program</p>	<p>Dependent on program and application procedures.</p>	<p>Office of Justice Assistance (OJA)</p>

Funding Programs By Category	Maximum Award	Application Due Date	Granting Agency
<p>recover from an act of terrorism.</p> <p>Infrastructure Protection</p> <ul style="list-style-type: none"> Funds to enhance security and capability at identified critical infrastructure facilities and assets around the state. Agencies should not submit a registration request or apply for the grant until notified and specifically invited to apply by OJA. <p>Communications Interoperability</p> <ul style="list-style-type: none"> Funds to resolve existing communications interoperability issues and improve voice communications and data sharing among agencies and disciplines throughout the state. <p>Emergency Responder NIMS/ICS Training</p> <ul style="list-style-type: none"> Funds to design, develop, conduct, and evaluate exercises to test the plans and capabilities of Wisconsin's emergency response community. 			
General Loan Program			
<p>State Trust Funds Loan Program</p> <ul style="list-style-type: none"> School Districts and municipalities may borrow money from the State Trust Fund Loan Program for a wide variety of purposes including buildings, roads, water and sewer facilities, equipment, recreational facilities, industrial development, or other public purposes. 	Municipalities are authorized to borrow up to 5% of the unit's equalized valuation	No application deadline	Wisconsin Department of Justice Board of Commissioners of Public Lands
Housing			
<p>Community Development Block Grant</p> <p>Small Cities Development Program</p> <ul style="list-style-type: none"> Project may include residential rehabilitation, conversion of commercial property to residential units, assistance to LMI renters to become homeowners, and small public facilities projects. <p>Housing (HHR)</p> <ul style="list-style-type: none"> Provides downpayment, rehabilitation assistance and renter assistance to target areas within a community or county. 	<p>Based on community size and scope of project</p> <p>Based on scope of project</p>	<p>Varies March/April</p> <p>Varies March/April</p>	DOC
Lakes and Rivers			
<p>Aquatic Invasive Species Control Grants</p> <ul style="list-style-type: none"> Funds are available for aquatic invasive species control project for any waters of the state including lakes, rivers, streams, and the Great Lakes. 	Fund up to 50% of the project cost to a maximum grant amount of \$75,000.	February 1 August 1	DNR
<p>Lake Planning Grant</p> <ul style="list-style-type: none"> Small-scale projects are intended for lakes where a detailed plan is unwarranted, is in place, or needs updating. Also, a small-scale project is an ideal starting place for lake groups just getting started in management plan development. Large-scale projects are designed to address more detailed and comprehensive planning needs for lakes. The goal of these grants is to develop local lake management plans. 	<p>25% local match required.</p> <p>Small-scale projects - \$3,000</p> <p>Large-scale projects - \$10,000</p>	February 1 August 1	DNR
<p>Lake Protection and Classification Grants</p> <ul style="list-style-type: none"> Designed to assist lake users, lake communities and local governments as they undertake projects to protect and restore lakes and their ecosystems. Eligible projects include: <ul style="list-style-type: none"> Purchase of property or a conservation easement Restoration of wetlands Development of local regulations or ordinances Lake classification projects that allow counties to design and implement local land and water management programs that are tailored to specific classes of lakes in response to various development and recreational use pressures (these grants are limited to \$50,000). Lake protection projects recommended in a DNR-approved plan including watershed management, lake restoration, diagnostic feasibility studies, or any other projects that will protect or improve lakes. 	<p>25% local match required.</p> <p>\$200,000 maximum per project.</p>	May 1	DNR

Funding Programs By Category	Maximum Award	Application Due Date	Granting Agency
<p>River Planning and Protection Management Grants</p> <ul style="list-style-type: none"> Designed to protect rivers, water quality, fisheries habitat, and natural beauty from deteriorating as the number of homes and recreational, industrial, and other uses increases along rivers. 	<p>Planning Grants 25% local match \$10,000 maximum grant award Protection Grants 25% local match \$50,000 maximum grant award</p>	<p>May 1</p>	<p>DNR</p>
Parks and Recreation			
<p>All Terrain Vehicle (ATV) Grant</p> <ul style="list-style-type: none"> Provide funds to acquire, insure, develop and maintain ATV trails, areas, and routes: <ol style="list-style-type: none"> 1) maintenance of existing approved trails, areas, and routes 2) purchase of liability insurance 3) acquisition of easements 4) major rehabilitation of bridge structures or trails 5) acquisition of land in fee and development of new trails and areas. 	<p>Up to 100% funded - dependent on project</p>	<p>April 15</p>	<p>DNR</p>
<p>Recreational Trails Program Grant</p> <ul style="list-style-type: none"> Eligible projects include: maintenance and restoration of existing trails, development and rehabilitation of trailside and trailhead facilities and trail linkages, construction of new trails, and acquisition of easement or property for trails. May only be used on trails which have been identified in or which further a specific goal of a local, county or state trail plan included or reference in a statewide comprehensive outdoor recreation plan required by the federal LAWCON. 	<p>Up to 50% of the total project costs of a recreational trail project. Payments are reimbursements on costs incurred after project approval.</p>	<p>May 1</p>	<p>DNR</p>
<p>Recreational Boating Facilities Grant</p> <ul style="list-style-type: none"> Construction of capital improvements to provide safe recreational boating facilities and for feasibility studies related to the development of safe recreational facilities. Also includes purchase of navigation aids, dredging of channels of waterways, and chemically treating Eurasian water milfoil. 	<p>50% local match required</p>	<p>Established quarterly</p>	<p>DNR</p>
Planning			
<p>Community Development Block Grant Planning Grant Program (CDBG-PLN)</p> <ul style="list-style-type: none"> Provides funds to assist in specific local and area-wide plans. Proposals must be project specific and cannot be primarily engineering studies, design specifications, or other technical reports. 	<p>Up to \$25,000</p>	<p>Continuous</p>	<p>DOC</p>
<p>Comprehensive Planning Grant</p> <ul style="list-style-type: none"> Development and adoption of a comprehensive plan under s. 66.1001, Wis. Stats. Contracting for planning consultant services, public planning sessions, educational activities, or for the purchase of computerized planning data, software or hardware required to utilize planning data or software. Development and printing costs of the comprehensive plan document. Public outreach and associated information and education materials including citizen surveys, internet activities and newsletters. Development of data, maps, and computerized information utilized primarily for the development of the plan or plan update. Other activities necessary for the development and preparation of a comprehensive plan or plan update. 	<p>Community funding dependent on Census population counts.</p>	<p>November 1</p>	<p>DOA</p>

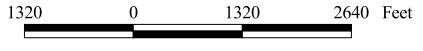
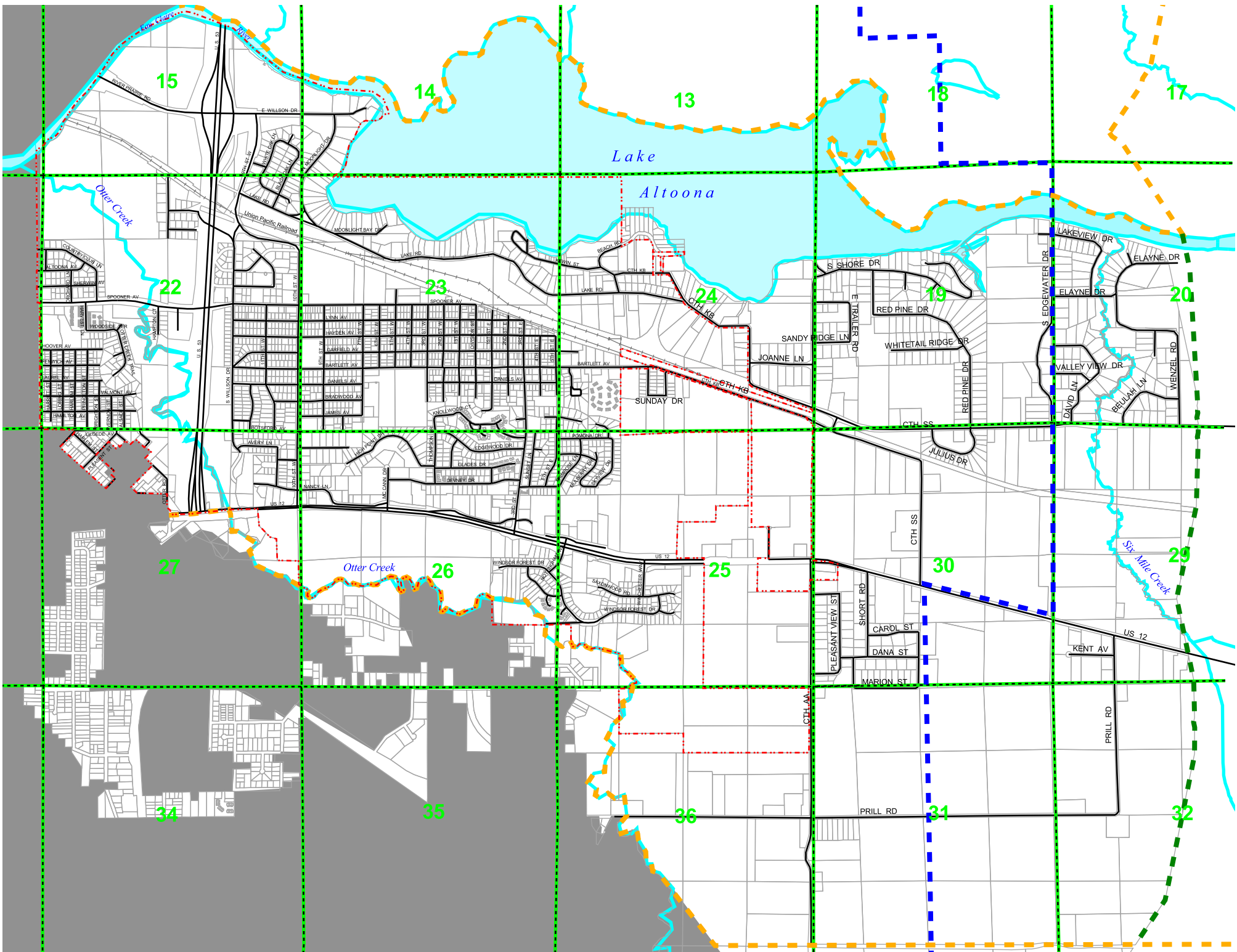
Funding Programs By Category	Maximum Award	Application Due Date	Granting Agency
Public Facilities			
<p>Community Development Block Grant (CDBG) Public Facilities (CDBG-PF)</p> <ul style="list-style-type: none"> Funds to finance municipal infrastructure development. Water and waste treatment facilities, community centers, fire stations, and other facilities. Aimed to help communities with a high percentage of low and moderate income residents. <p>Public Facilities for Economic Development (CDBG-PFED)</p> <ul style="list-style-type: none"> Eligible activities are improvements to public facilities such as water systems, sewerage systems, and roads that are owned by a general or special purpose unit of government, and which will principally benefit businesses, and which as a result will induce businesses to create jobs and invest in the community. 	<p>\$750,000 maximum award</p> <p>\$750,000 maximum award</p>	<p>Continuous</p> <p>Continuous</p>	<p>DOC</p>
<p>Community Development Block Grant Emergency Program (CDBG-EAP)</p> <ul style="list-style-type: none"> Emergency response program to help restore or replace critical infrastructure damaged or destroyed as a result of a natural or man-made catastrophe. 	<p>Award dependent on need and fund availability.</p>	<p>Apply within 60 days of the disaster.</p>	<p>DOC</p>
Recycling			
<p>Recycling Grants to Responsible Units</p> <ul style="list-style-type: none"> Provide financial assistance to local units of government to establish and operate effective recycling and yard waste programs. 	<p>Grant amounts have averaged 20-40% of eligible recycling and yardwaste expenses</p>	<p>October 1</p>	<p>DNR</p>
Stewardship/Forestry/Wildlife			
<p>Knowles-Nelson Stewardship Program</p> <p>The Stewardship Program was established in 1989 to preserve Wisconsin's most significant land and water resources for future generations and to provide the land base and recreational facilities needed for quality outdoor experiences.</p> <p>These goals are achieved by acquiring land and easements for conservation and recreation purposes, developing and improving recreational facilities, and restoring wildlife habitat.</p> <p>This is an umbrella program that funds the following grants:</p> <p>Aids for the Acquisition and Development of Local Parks (ADLP)</p> <ul style="list-style-type: none"> Helps to buy land or easements and develop or renovate local park and recreation area facilities for nature-based outdoor recreation purposes (e.g., trails, fishing access, and park support facilities). <p>Urban Green Space (UGS)</p> <ul style="list-style-type: none"> Helps to buy land or easements in urban or urbanizing area to preserve the scenic and ecological values of natural open spaces for nature-based outdoor recreation, including non-commercial gardening. <p>Urban Rivers (UR)</p> <ul style="list-style-type: none"> Helps to buy land on or adjacent to river flowing through urban or urbanizing areas to preserve or restore the scenic and environmental values of riverways for nature-based outdoor recreation. <p>Acquisition of Development Rights Grants (ADR)</p> <ul style="list-style-type: none"> Helps to buy development rights (easements) for the protection of natural, agricultural, or forestry values, that would enhance nature-based outdoor recreation. 	<p>50% local match required</p>	<p>May 1</p>	<p>DNR</p>
<p>Urban Forestry</p> <ul style="list-style-type: none"> Provide technical service and financial assistance to communities for developing urban forestry programs. Priorities include: <ol style="list-style-type: none"> Communities needing to develop an urban forestry plan; Communities needing worker training; and Communities needing to conduct a street tree inventory. Eligible projects include 1) Undertaking street tree inventories; 2) Training for city tree workers; 3) Developing urban open space programs; 4) Developing urban forestry plans; 5) Developing a tree ordinance; 6) Developing a public awareness program; and, 7) Tree planting and maintenance 	<p>50% local match required. Grants range from \$1,000 to \$25,000.</p>	<p>October 1</p>	<p>DNR</p>

Funding Programs By Category	Maximum Award	Application Due Date	Granting Agency
<p>Urban Wildlife Damage and Abatement Control Grant (UWDAC)</p> <ul style="list-style-type: none"> Funds are available for a variety of cost-effective wildlife damage and control measures for white-tailed deer and Canada geese. 	<p>50% local match required. \$5,000 maximum grant award.</p>	<p>December 1</p>	<p>DNR</p>
Transportation			
<p>Transportation Economic Assistance Program (TEA) Grant</p> <ul style="list-style-type: none"> Road, rail, harbor and airport projects that attract employers to Wisconsin or encourage business and industry to remain and expand in the state. 	<p>Awards up to \$1,000,000. 50% local match funds required.</p>	<p>Continual</p>	<p>WDOT</p>
<p>SAFETEA - Transportation Enhancements (TE) Grant</p> <p>Eligible Projects:</p> <ul style="list-style-type: none"> Provision of facilities for pedestrians/bicycles Provision of safety and educational activities for pedestrians & bicyclists Preservation of abandoned railway corridors (including the conversion and use thereof for pedestrian or bicycle trails) Historic Preservation Rehabilitation/operation of historic transportation buildings (including historic railroad facilities and canals)* Establishment of transportation museums Acquisition of scenic easements and scenic or historic sites Scenic or historic highway programs (including the provision of tourist and welcome center facilities) Landscaping and other scenic beautification Control and removal of outdoor advertising Environmental mitigation of water pollution due to highway run-off or reduce vehicle caused wildlife mortality Archeological planning and research 	<p>Construction projects must be \$200,000 and over. All other projects must be \$25,000 (federal share) and over. Reimbursement program to project sponsor. 20% local match funds required.</p>	<p>April of even years</p>	<p>WDOT</p>
<p>State Infrastructure Bank Program Grant (SIB)</p> <ul style="list-style-type: none"> Provide low interest loans, loan guarantees, interest rate subsidies, lease-buy back options and other financial leveraging instruments that helps communities provide for transportation infrastructure improvements to preserve, promote and encourage economic development or to improve transportation efficiency and mobility. <p>Eligible Projects Include:</p> <ul style="list-style-type: none"> Improve an interchange for a new industrial park or commercial development; enhance a road leading up to a contaminated (brownfields) property; provide for better access to facilitate increased auto or truck traffic near commercial or industrial sites; repair or reconstruct a bridge linking downtown businesses with a major state highway(s); provide signal lights, turn lanes and pedestrian walkways a busy highway intersection; construct or widen a road linking an intermodal facility, (i.e. airport, harbor, railroad); widen a highway to improve safety and truck movements for a warehousing/distribution center; and construct parking facilities; bicycle lanes and pedestrian walk-ways to better facilitate customer traffic on or near retail centers and tourist attractions. 	<p>Loan Program</p>	<p>60 days loan approval, project agreement in place prior to authorization for construction</p>	<p>WDOT</p>
<p>Local Roads Improvement Program (LRIP) Grant</p> <ul style="list-style-type: none"> County Highway Improvement (CHIP); Town Road Improvement (TRIP); and Municipal Street Improvement (MSIP). Three additional discretionary programs (CHIP-D, TRIP-D and MSIP-D) allow municipalities to apply for additional funds for high-cost road projects. Eligible projects include but are not limited to: <ul style="list-style-type: none"> Design or Feasibility Studies Reconstruction Resurfacing Bridge Replacement or Rehabilitation Asphalt Purchasing 	<p>Distributed by LRIP Committee Reimbursement program requiring 50% local match.</p>	<p>Biennial program; Due November 1 of odd number years.</p>	<p>WDOT</p>

Funding Programs By Category	Maximum Award	Application Due Date	Granting Agency
Water			
<p>Clean Water Fund Program (CWFP)</p> <ul style="list-style-type: none"> Provides loans to municipalities for wastewater treatment and urban storm water projects. Typically only a loan program. Combination grant/loan available under "Hardship Assistance Program". For grant assistance: (1) Municipalities Median Household Income (MHI) must be 80% or less of the state's MHI. (2) Estimated total annual charges per residential user that relate to wastewater treatment would exceed 2% of MHI in the municipality. Eligible Projects: Wastewater treatment and collection projects for existing facilities (compliance maintenance projects), new facilities or projects for the correction of water quality and human health problems in unsewered areas, and stormwater treatment. 	<p>Low interest loans (currently about 3.0%) for planning, design, and construction; reduction in interest to as low as 0% and, if needed, grants up to a maximum of 70% to municipalities that qualify for Hardship Assistance. DNR subsidizes up to 45% of the Market Loan rate. No loan amount limit. Maximum loan term 20 years. Bond counsel required for loans over \$1 million.</p>	<p>File Notice of Intent To Apply due by December 31. Hardship Assistance Applications due by June 30. Low interest loan applications are accepted throughout the year. Must begin construction within 8 months of obtaining financing.</p>	<p>DNR</p>
<p>Municipal Flood Control Grant</p> <ul style="list-style-type: none"> Local Assistance Grants that support municipal flood control administrative activities. Acquisition and Development Grants to acquire and remove floodplain structures, elevate floodplain structures, restore riparian areas, acquire land and easements for flood storage, construct flood control structures, and fund flood mapping projects. 	<p>30% local match required. \$200,000 maximum per applicant.</p>	<p>Varies after passing of legislative state budget.</p>	<p>DNR</p>
<p>Dam Maintenance Grant</p> <ul style="list-style-type: none"> Eligible projects include dam repair, reconstruction, modification or abandonment, or removal. 	<p>Determined by project.</p>	<p>April 1</p>	<p>DNR</p>
<p>Well Compensation Grant</p> <ul style="list-style-type: none"> Provides financial assistance to replace, reconstruct or treat contaminated private water supplies. 	<p>Only eligible for private land owners Funding dependent on income</p>	<p>Continual</p>	<p>DNR</p>
<p>Local Water Quality Management Planning Aids Grant</p> <ul style="list-style-type: none"> Funds to assist in the development and implementation of area-wide water quality management planning activities. Eligible projects include local and regional water resource management and watershed planning activities; sewer service area plans and amendments; regional wastewater facility planning initiatives; and, identification and protection of water quality sensitive areas known as environmental corridors. 	<p>Determined on project basis</p>	<p>November 30</p>	<p>DNR</p>
<p>Safe Drinking Water Loan Program (SDWLP)</p> <ul style="list-style-type: none"> Provides loans to public water systems to build, upgrade, or replace water supply infrastructure to protect public health and address federal and state safe drinking water requirements. 	<p>Interest rates are dependent on population and median household income.</p>	<p>Notice of Intent due December 31. Applications due April 30.</p>	<p>DNR</p>
<p>Target Runoff Management Grants</p> <ul style="list-style-type: none"> Grant funds are used to control polluted runoff from both urban and rural sites. The grants are targeted at high-priority resource problems. Projects funded are implementation of Best Management Practices, including some cropland protection, detention ponds, livestock waste management practices, stream bank protection projects and wetland construction 	<p>30% local match required Maximum award - \$150,000</p>	<p>April 15</p>	<p>DNR</p>

Funding Programs By Category	Maximum Award	Application Due Date	Granting Agency
<p><i>Urban Non Point Source & Stormwater Grants (UNPS&SW)</i></p> <ul style="list-style-type: none"> Funds are used to control polluted runoff in urban project areas. Awards are for either planning or construction projects. An “urban project” must meet one of these criteria: has a population density of at least 1,000 people per square mile, has a commercial land use, is the non-permitted portion of a privately owned industrial site, or is a municipally-owned industrial site. 	<p>Planning grant is 30% local match with \$85,000 max on state share. Construction grant is 50% local match with \$150,000 max. Design and acquisition can also be funded.</p>	<p>April 15</p>	<p>DNR</p>

City of Altoona Eau Claire County, Wisconsin Planning Area

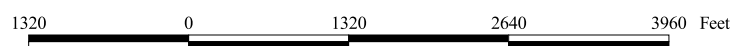
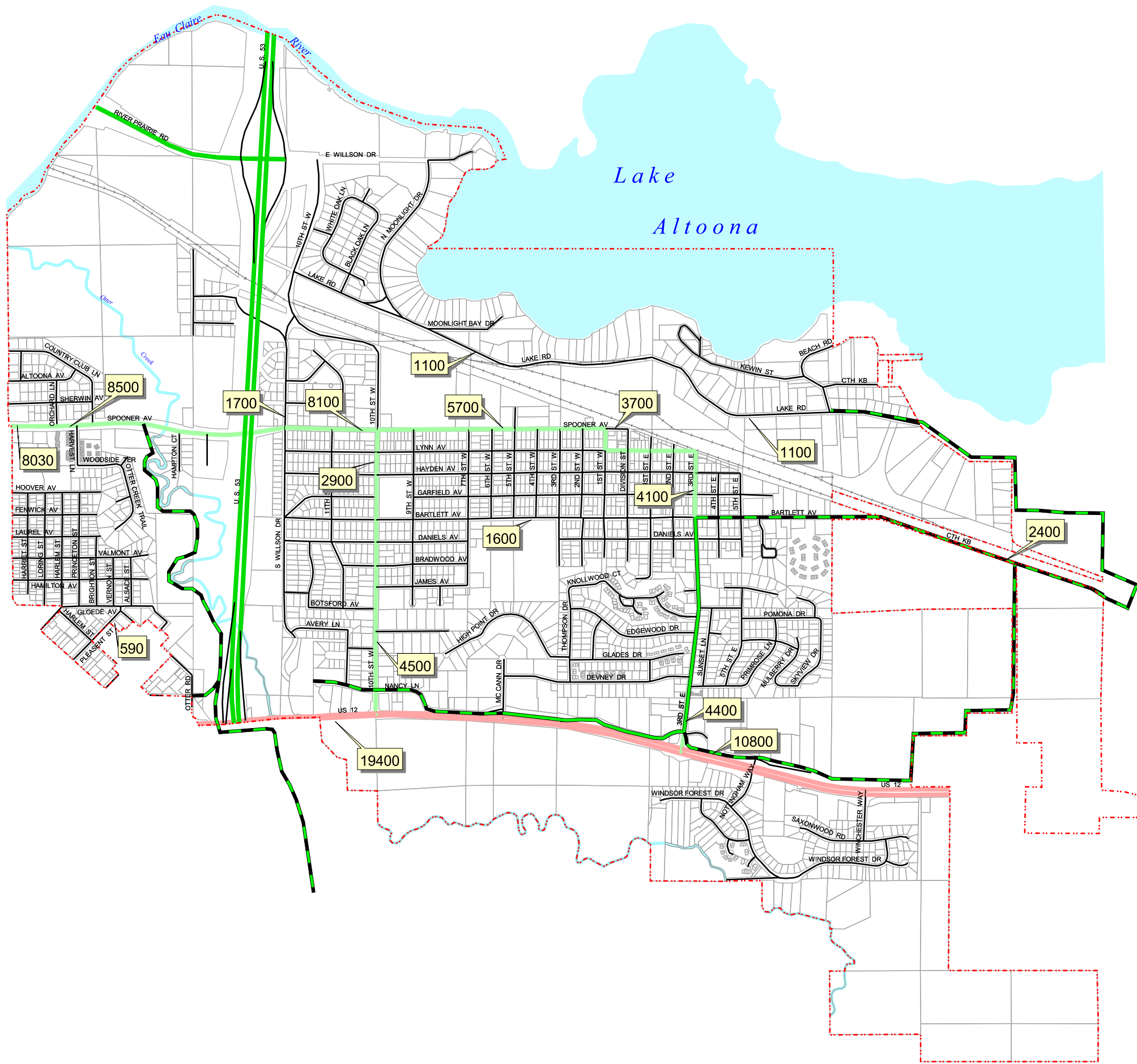


- Corporate Limits
- Roads
- Railroads
- Parcels
- Lakes
- Rivers
- City of Eau Claire
- Altoona Plat Review Area
- Eau Claire Plat Review Area
- Sewer Service Area - 2025
- Sections



Sources:
Base map provided by WCWRPC

City of Altoona Eau Claire County, Wisconsin Transportation Facilities

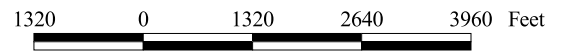
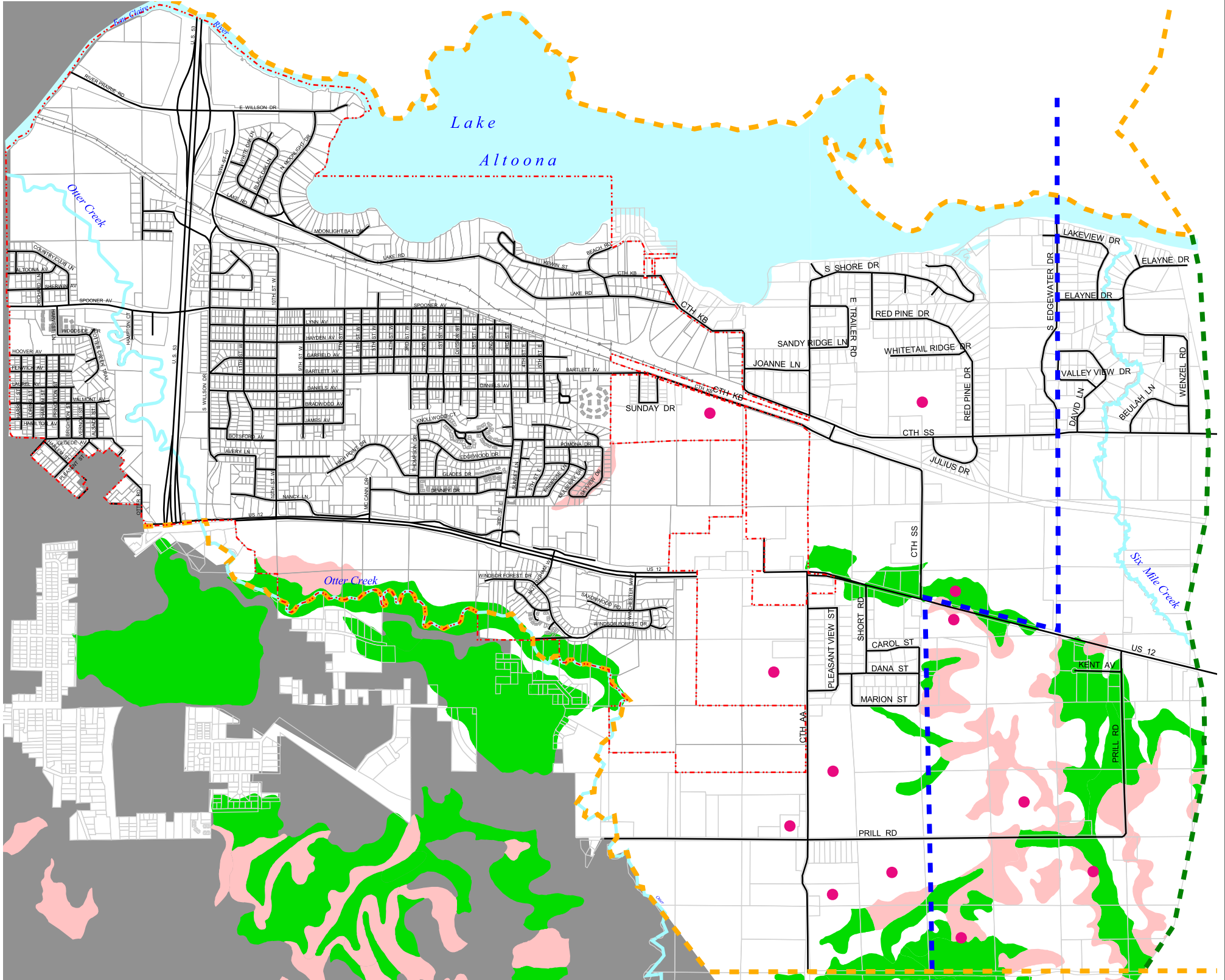


Corporate Limits		Functional Classification
Roads	Existing Bike Trails	Major Arterial
Railroad	Proposed Bike Trails	Minor Arterial
Parcels		Major Collector
Lakes		Minor Collector
Rivers		Local

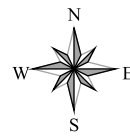


Sources:
ADT provided by WisDOT - WISLR - 2003
Base map provided by WCWRPC

City of Altoona Eau Claire County, Wisconsin Prime Farmland

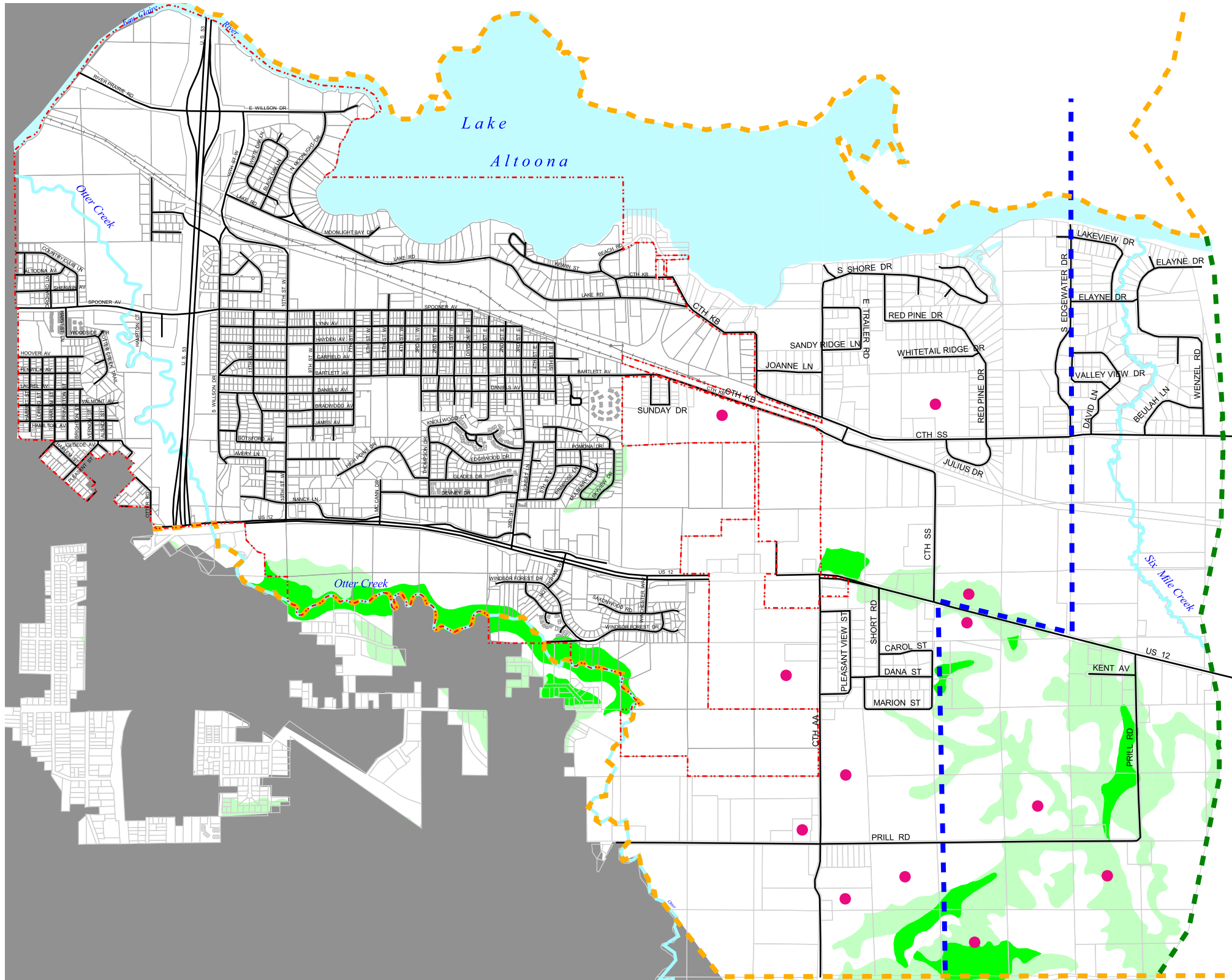


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|--|--------------------|--|----------------------------------|
| | Corporate Limits | | Prime Farmland |
| | Roads | | Prime Farmland if Drained |
| | Railroad | | Farmland of Statewide Importance |
| | Parcels | | Farmstead |
| | Lakes | | Altoona Plat Review Area |
| | Rivers | | Eau Claire Plat Review Area |
| | City of Eau Claire | | Sewer Service Area - 2025 |



Sources:
 USDA - Soil Survey
 Base map provided by WCWRPC
 Farmsteads denotes parcels with an existing land use code of Agriculture with Residence, 2006

City of Altoona Eau Claire County, Wisconsin Soil Capability Class



1320 0 1320 2640 3960 Feet

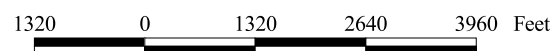
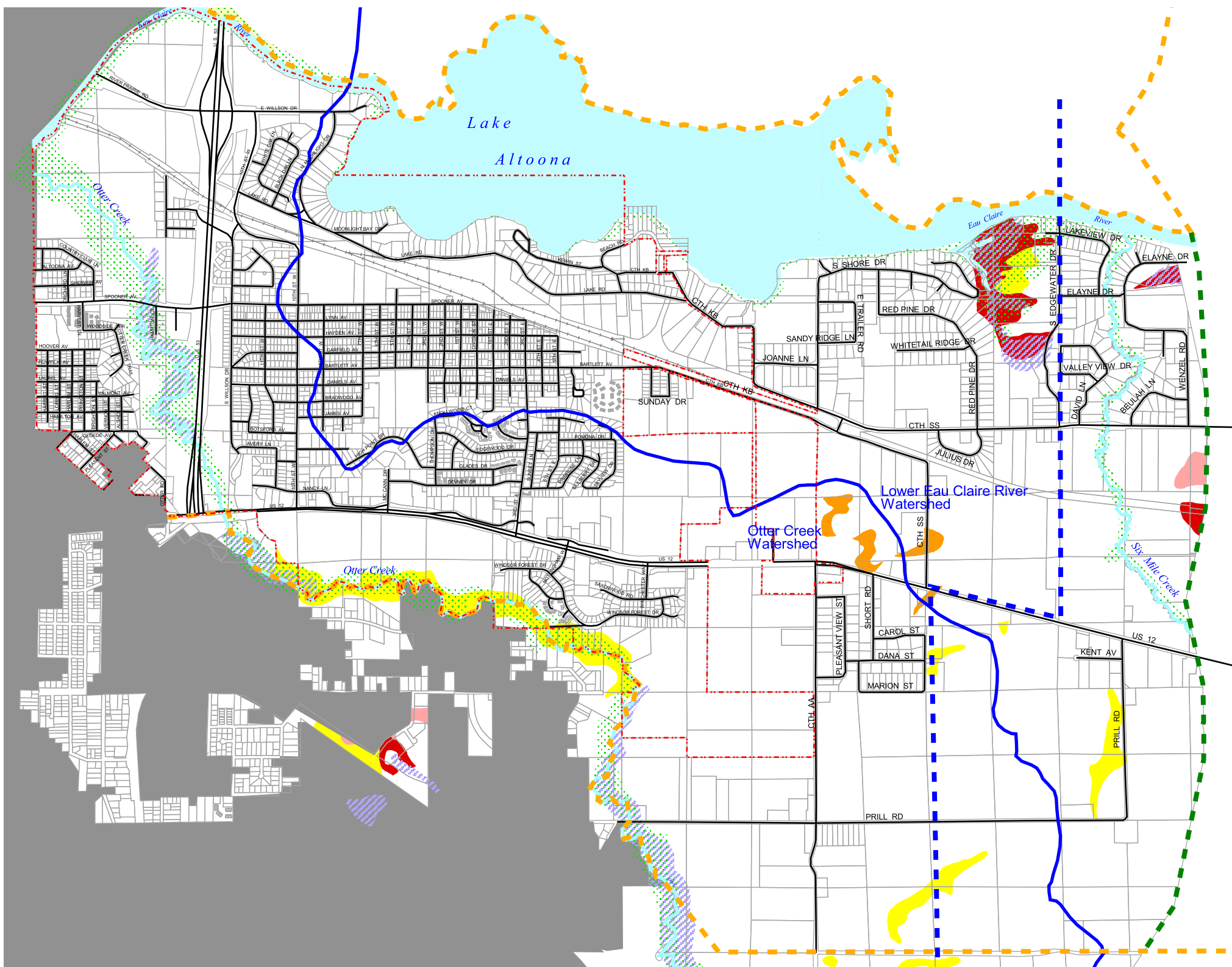
	Corporate Limits		Soil Capability Class 2
	Roads		Soil Capability Class 3
	Railroad		Farmstead
	Parcels		Altoona Plat Review Area
	Lakes		Eau Claire Plat Review Area
	Rivers		Sewer Service Area - 2025
	City of Eau Claire		



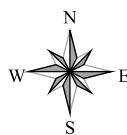
Sources:
USDA - Soil Survey
Base map provided by WCWRPC
Farmsteads denotes parcels with an existing land use code of Agriculture with Residence, 2006



City of Altoona Eau Claire County, Wisconsin Water Resources



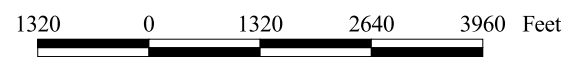
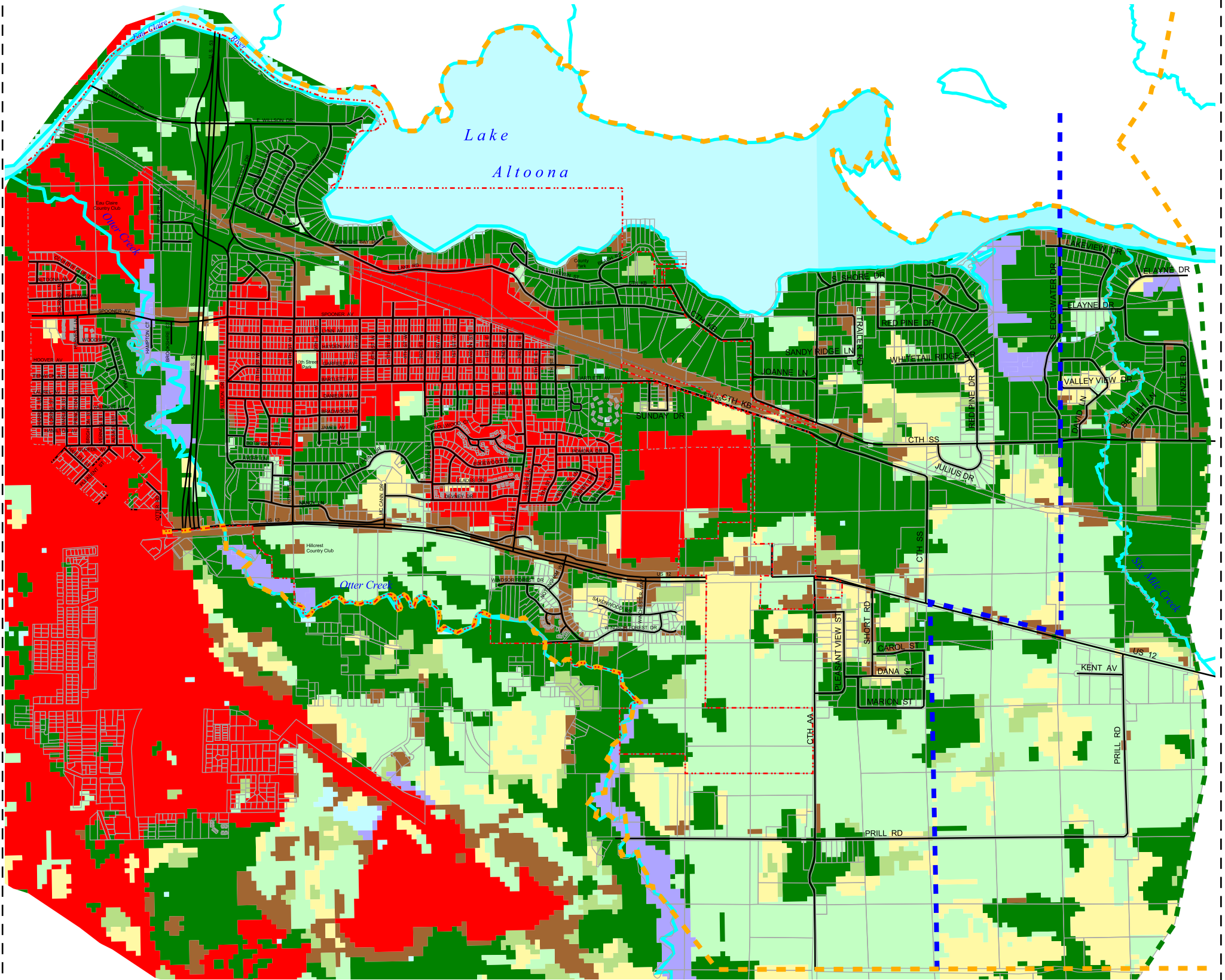
Corporate Limits	Wetland
Roads	100 Year Flood Plain
Rail Roads	Depth to Groundwater
Parcels	Less than 1 Foot
Lakes	1.5 to 2 Feet
Rivers	4 to 4.5 Feet
City of Eau Claire	5 to 5.5 Feet
	Altoona Plat Review Area
	Eau Claire Plat Review Area
	Sewer Service Area - 2025
	Watershed Boundary



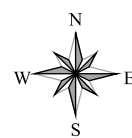
Sources:
 Flood Insurance Rate Map, Federal Emergency Management Agency August 16, 1993
 NRCS Soil Survey
 Wisconsin Department of Natural Resources
 Base map data provided by WCWRPC

The WIDNR Wetland Inventory for Eau Claire County was derived from 1996 aerial photography and only includes wetlands which are larger than five (5) acres. Wetlands smaller than five (5) acres may exist within the community.

City of Altoona Eau Claire County, Wisconsin Land Cover

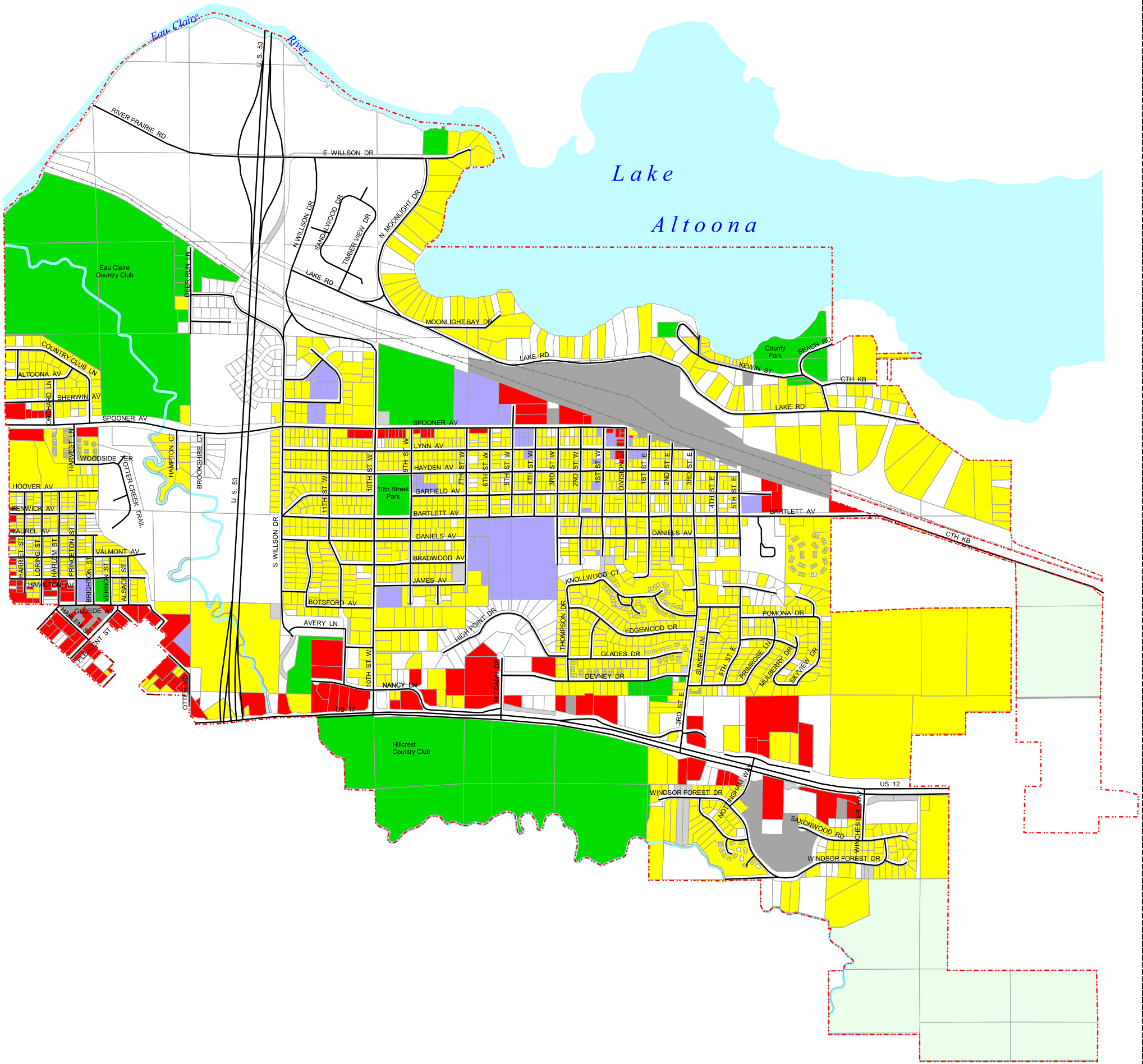


Corporate Limits	Land Cover
Roads	Agriculture
Railroad	Barren
Parcels	Forest
Lakes	Grassland
Rivers	Open Water
	Shrubland
	Urban/Developed
	Wetland
	Altoona Plat Review Area
	Eau Claire Plat Review Area
	Sewer Service Area - 2025



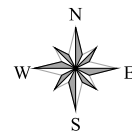
Sources:
WISCLAND - 2000
Base map data provided by WCWRPC

City of Altoona Eau Claire County, Wisconsin Existing Land Use



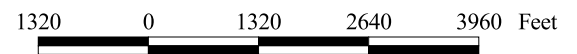
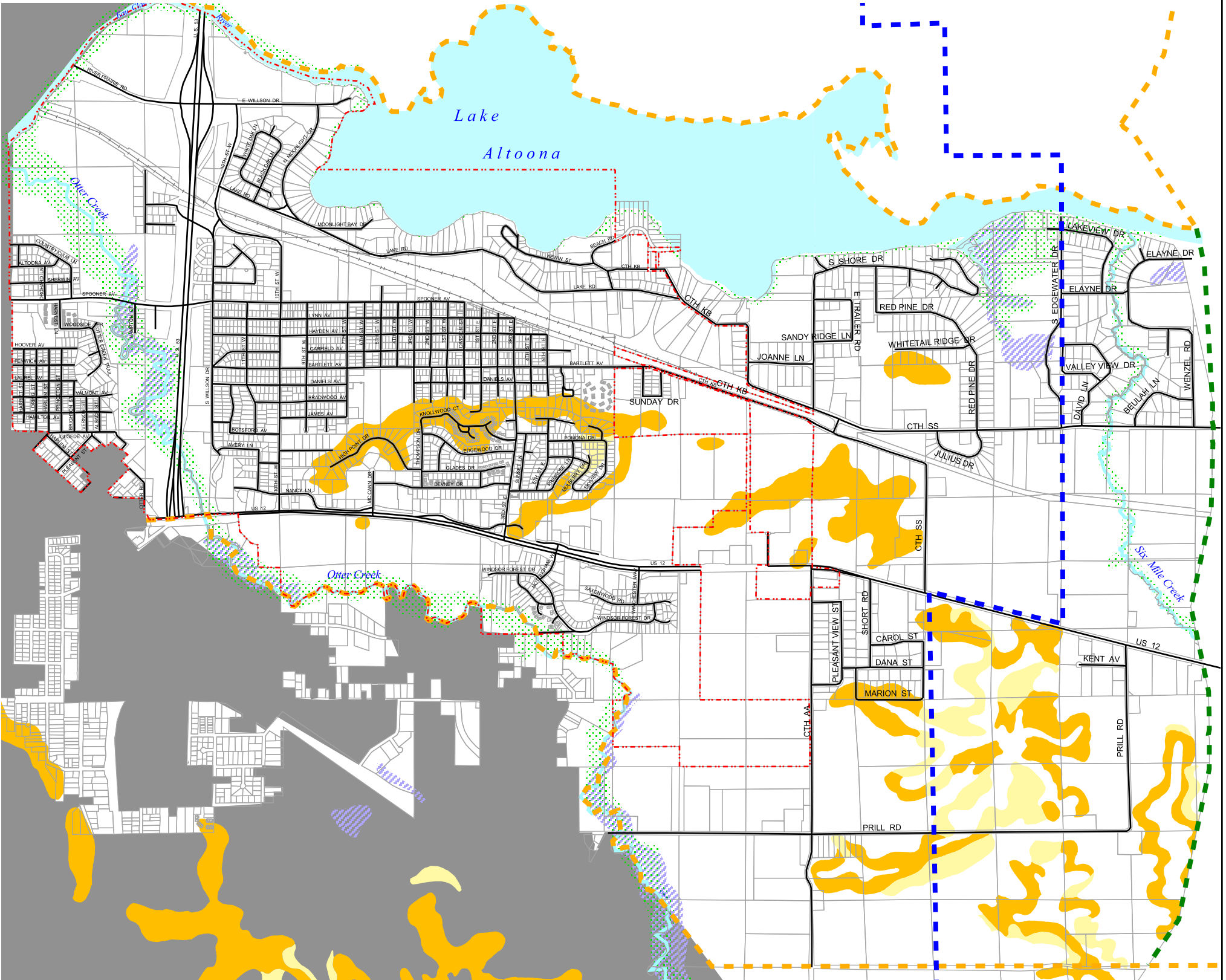
1320 0 1320 2640 3960 Feet

	Corporate Limits		Residential
	Roads		Commercial
	Railroad		Industrial
	Parcels		Utilities
	Lakes		Gov't / Institutional
	Rivers		Agricultural
			Recreational
			Vacant

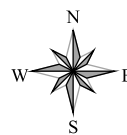


Sources:
Existing Land Use provided by WCRPC - 2006
Base map data provided by WCRPC

City of Altoona Eau Claire County, Wisconsin Development Limitations



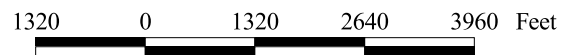
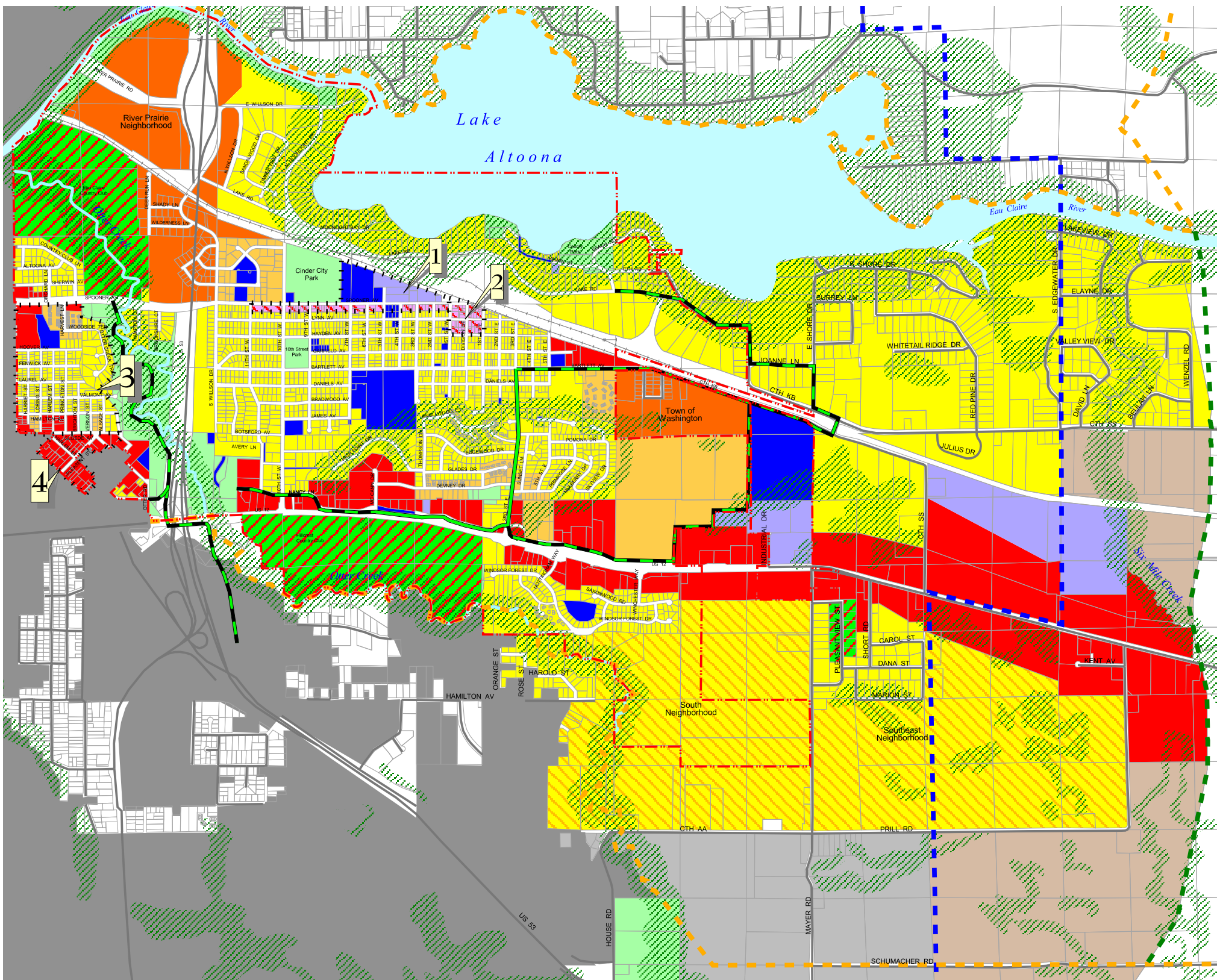
Corporate Limits	Limitations
Roads	Wetland
Railroad	100 Year Flood Plain
Parcels	Steep Slopes
Lakes	12 to 20%
Rivers	> 20%
City of Eau Claire	Altoona Plat Review Area
	Eau Claire Plat Review Area
	Sewer Service Area - 2025



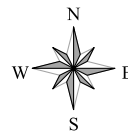
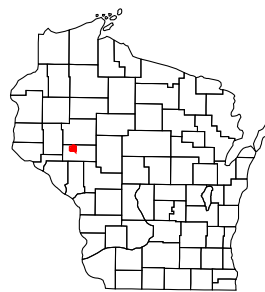
Sources:
 USDA - Soil Survey
 Wisconsin Department of Natural Resources
 Base map data provided by WCRPC

The WIDNR Wetland Inventory for Eau Claire County was derived from 1996 aerial photography and only includes wetlands which are larger than five (5) acres. Wetlands smaller than five (5) acres may exist within the community.

City of Altoona Eau Claire County, Wisconsin Future Land Use



Corporate Limits	Future Land Use
Roads	Natural Resource Protection
Railroad	Rural Preservation
Altoona Plat Review Area	Rural Transition
Eau Claire Plat Review Area	Low Density Residential
Sewer Service Area - 2025	High Density Residential
Existing Bike/Ped Trail	Mobile Home Residential
Proposed Bike/Ped Trail	Mixed Use Neighborhood
Parcels	Planned Neighborhood
Lakes	General Commercial
Rivers	Downtown Mixed Use
City of Eau Claire	General Industrial
	Public & Institutional
	Recreational Commercial
	Park & Recreational



Redevelopment Areas
 1. Spooner Avenue Corridor
 2. Downtown Business District
 3. Altoona Subdivision
 4. Commercial Redevelopment Area

Sources:
 Base map data provided by WCWRPC

