

CITY OF CHIPPEWA FALLS COMPREHENSIVE PLAN



Adopted December 4, 2012

The City of Chippewa Falls: VISION 2030

In 2030, the City of Chippewa Falls community lives in balance with its natural resources and the environment, and it is a community that utilizes its various attributes and resources to create, enhance, and be home to:

- A diverse economic base with a high quality, well trained workforce necessary for attracting industrial and business investment.
- A responsible environmental footprint, and residents and businesses that are knowledgeable on energy impacts and options.
- A vibrant and thriving downtown that is a day-to-day cultural, economic, and welcoming social center of the City.
- Affordable, quality housing options for all residents.
- Clean and abundant natural resources that are key components to high quality-of-life and economic development.
- Efficient and effective information and transportation connections locally, regionally, and globally.
- First-class education and cultural resources for life-long learning opportunities.
- Livable-wage jobs for all residents, and a strong entrepreneurial spirit throughout the community.
- Successful working relationships among the public, private, and education systems, and all surrounding communities.
- Unique and efficient urban design characteristics that make the City distinctive, a destination choice, and easily accessible by all modes of transportation.

Prepared by:

City of Chippewa Falls
and
West Central Wisconsin Regional Planning Commission

www.ci.chippewa-falls.wi.us

**AN ORDINANCE TO ADOPT THE
CITY OF CHIPPEWA FALLS COMPREHENSIVE PLAN**

The City Council of the City of Chippewa Falls, Wisconsin, do ordain as follows:

SECTION 1. Pursuant to sections 62.23(2) and 62.23(3) of the Wisconsin Statutes, the City of Chippewa Falls is authorized to prepare and adopt a comprehensive plan as defined in sections 66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes.

SECTION 2. The City Council of the City of Chippewa Falls, Wisconsin has adopted written procedures designed to foster public participation in every state of the preparation of a comprehensive plan as required by section 66.1001(4)(a) of the Wisconsin Statutes.

SECTION 3. The City Council held a public hearing on November 20, 2012 on the CITY OF CHIPPEWA FALLS COMPREHENSIVE PLAN 2012-2035 that includes the Chippewa County Conditions and Trends Report, in compliance with the requirements of section 66.1001(4)(d) of the Wisconsin Statutes.

SECTION 4. The City Council of the City of Chippewa Falls, Wisconsin, does, by the enactment of this ordinance, formally adopt the documents entitled "CITY OF CHIPPEWA FALLS COMPREHENSIVE PLAN 2012-2035" and "CHIPPEWA COUNTY CONDITIONS AND TRENDS REPORT", pursuant to section 66.1001(4)(c) of the Wisconsin Statutes.

SECTION 5. This ordinance shall take effect upon passage and publication as provided by law.

Dated this 4th day of December, 2012.



Council President

FIRST READING: November 20, 2012

SECOND READING: December 4, 2012

Approved: _____

Mayor

Attest: _____

City Clerk

PUBLISHED: _____

TABLE OF CONTENTS

Executive Summary	1
I. Introduction	2
A. Overview	2
B. Existing Conditions.....	5
C. Community Survey.....	10
D. Issue Identification	12
E. Vision	21
II. Housing	22
A. Conditions, Trends, and Issue Prioritization.....	23
B. Specific Subsections	24
C. Goals, Objectives, and Strategies.....	24
III. Transportation	25
A. Conditions, Trends, and Issue Prioritization.....	26
B. Specific Subsections	27
C. Goals, Objectives, and Strategies.....	27
IV. Utilities and Community Facilities	29
A. Conditions, Trends, and Issue Prioritization.....	30
B. Specific Subsections	31
C. Goals, Objectives, and Strategies.....	33
V. Agricultural Resources	35
A. Conditions, Trends, and Issue Prioritization.....	36
B. Specific Subsections	37
C. Goals, Objectives, and Strategies.....	37
VI. Natural Resources	38
A. Conditions, Trends, and Issue Prioritization.....	39
B. Specific Subsections	40
C. Goals, Objectives, and Strategies.....	40
VII. Downtown	41
A. Conditions, Trends, and Issue Prioritization.....	42
B. Specific Subsections	43
C. Goals, Objectives, and Strategies.....	43
VIII. Cultural Resources	45
A. Conditions, Trends, and Issue Prioritization.....	46
B. Specific Subsections	47
C. Goals, Objectives, and Strategies.....	47
IX. Economic Development	48
A. Conditions, Trends, and Issue Prioritization.....	49
B. Specific Subsections	50
C. Goals, Objectives, and Strategies.....	52

X.	Land Use	54
	A. Conditions, Trends, and Issue Prioritization	55
	B. Specific Subsections	56
	C. Goals, Objectives, and Strategies	57
	D. Land Use Projections	58
	E. Land Use 2035 Map	61
XI.	Energy and Sustainability	63
	A. Conditions, Trends, and Issue Prioritization	64
	B. Specific Subsections	65
	C. Goals, Objectives, and Strategies	65
XII.	Intergovernmental Cooperation	67
	A. Conditions, Trends, and Issue Prioritization	68
	B. Specific Subsections	68
	C. Goals, Objectives, and Strategies	69
XIII.	Plan Implementation	71
	A. Strategy Implementation Guidance	71
	B. Plan Implementation and Consistance	72
	C. Plan Monitoring and Evaluation	72
	D. Plan Amendments and Updates	73

Appendices

Appendix I:	Public Participation Plan	75
Appendix II:	Plan Steering Committee and Focus Groups Participating Agency List	77
Appendix III:	Survey Results	78

I. INTRODUCTION

Executive Summary

The *City of Chippewa Falls Comprehensive Plan*, together with the related *Chippewa County Conditions and Trends Report*, meets the requirements of the State of Wisconsin Comprehensive Planning Law (1999 Wisconsin Act 9). The *Conditions and Trends Report* provides a demographic and programmatic overview for Chippewa County and Chippewa Falls, while the *Comprehensive Plan*, is the policy document focused on the City of Chippewa Falls. This Executive Summary focuses on the *Comprehensive Plan*.

During 2011 and 2012, the City of Chippewa Falls held numerous meetings for the planning process. These meetings involved both the Steering Committee and five Focus Groups. These meetings were facilitated by West Central Wisconsin Regional Planning Commission to develop the plan recommendations. All meetings were open to the public and the City encouraged additional public participation by the distribution of a survey in April 2011 and holding two open houses where the public could come and comment on specific portions of the project.

The result of these meetings and other resident input are plan goal, objective, and strategy recommendations carefully crafted by the Steering Committee and Focus Groups. The Plan is organized by the nine required planning elements and a Downtown element and an Energy and Sustainability element, each section guided by the Community Vision.

During the process there was a focus on promoting downtown, working to encourage new businesses to the City and making the City a location that existing businesses can thrive and expand, preserving the clean and abundant ground and surface waters, and working to become a more environmentally sustainable community. There was much discussion on working to create a community where young adults want to live, as there is a belief that the City of Chippewa Falls and the surrounding area have a lot to offer young individuals and young families.

Adoption of this Plan is only the beginning. As described in the Implementation Section, many Plan policies require additional action by city departments, city partnerships, and other entities working without the City on the implementation of strategies. As such, the *City of Chippewa Falls Comprehensive Plan* provides a general direction and vision for the future of the community for planning and decision-making. But the Plan recommendations should be applied flexibly and amended as needed to account for specific or changing conditions.

I. INTRODUCTION

A. Overview

A1. Planning Authority and Scope

Planning is an orderly, open approach to determining local needs, setting goals and priorities, and developing a guide for action. In 1999, the State Legislature created a new framework for community planning in the State of Wisconsin—1999 Wisconsin Act 9.

Beginning on January 1, 2010, any program or action of a local government which regulates land use (e.g., zoning, subdivision regulations, agricultural preservation programs) must be consistent with that government's comprehensive plan. According to Wisconsin Statutes, the comprehensive plan shall be made with the general purpose of guiding and accomplishing a coordinated, adjusted, and harmonious development of the community which will, in accordance with existing and future needs, best promote public health, safety, morals, order, convenience, prosperity, or the general welfare, as well as efficiency and economy in the process of development.

1999 Wisconsin Act 9, often referred to as the Wisconsin Comprehensive Planning and Smart Growth Law, provides additional guidance regarding what must be included in each community plan and how the plan should be developed. Each plan must address nine key elements:

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

The City of Chippewa Falls' Plan also includes a Downtown element and an Energy and Sustainability element. Further, each plan must incorporate 20-year land use projections and encourage public participation during the planning process.

In addition, 1999 Wisconsin Act 9 made comprehensive planning grants available to local governments to assist in the preparation of these plans. The smart growth grants for comprehensive planning efforts encourage local governments to address multi-jurisdictional issues and promote smart growth policies which encourage efficient development patterns and minimize local government and utility costs.

The *City of Chippewa Falls Comprehensive Plan*, combined with the *Chippewa County Conditions and Trends Report*, includes 11 elements and meets the requirements of 1999 Wisconsin Act 9.

A2. The City of Chippewa Falls Planning Process

The overall planning process for the City of Chippewa Falls started in 2009 with the submission of a grant application. In July 2010, the grant was awarded to the City. Prior to the process, the *Chippewa County Conditions and Trends Report* was completed. Each of the subsequent planning activities and meetings for the City of Chippewa Falls is summarized below.

The City of Chippewa Falls planning process offered numerous opportunities for public input. All meetings were open to the public, properly noticed, and met the requirements of the Wisconsin Open Meeting's Law. To promote resident participation in the process, a community survey was

I. INTRODUCTION

distributed to half of all the land owners in the City and two separate open houses were held during the process. The dialogue from the open houses and the survey responses were used by the Steering Committee and five Focus Groups to better understand the City's issues and concerns. A timeline of the planning process is summarized below.

- February 8, 2011** **Steering Committee and Focus Groups: Project Introduction**
Activities included: review of local data summary, timeline, and discussion of the survey.
- March 29 – April 7 2011** **Focus Groups (5): Visioning Session**
Issue generation and prioritization.
- September 13, 2011** **Public Open House**
Citizens had the opportunity to see the results of the community survey. In addition, three visual preference surveys were completed.
- October 18, 2011** **Steering Committee and Focus Groups: Visioning Session**
Results of issue identification were provided and participants highlighted things they would like to see in a perfect Chippewa Falls in 2030.
- November 10, 2011** **Steering Committee: Vision Statement, Goals, and Objectives**
Reviewed vision statement, goals, and objectives.
- December 15, 2011** **Steering Committee: Vision Statement, Goals, and Objectives**
Reviewed and discussed vision statement, goals, and objectives
- February 1 - 12 2012** **Focus Groups (5): Strategies**
Reviewed and discussed strategies.
- March 21, 2012** **Public Open House**
Allowed citizens to view past activity of the process and offered an opportunity to comment on the draft material. In addition, the Open House showcased the project framework principles of the Plan, which include: extensive opportunities for public participation, intergovernmental cooperation with adjacent and overlapping entities, and a focus on meeting the City's goal of becoming a Wisconsin Energy Independent Community and a more sustainable community as a whole
- June 14, 2012** **Steering Committee: Land-use Map**
Reviewed and discussed the draft Land-use Map.
- July 12, 2012** **Focus Groups (Economic Development & Environment, Sustainability, and Energy): Implementation**
The strategies and implementation timelines were reviewed and discussed.
- October, 2012** **Initial Draft Plan Review**
Reviewed the draft plan. Public hearing process discussed and scheduled.
- November 12, 2012** **Plan Commission Review**
November 20, 2012 **Open House and Public Hearing at City Council**

I. INTRODUCTION

December 04, 2012 Local Adoption

Upon recommendation by resolution of the Plan Commission on November 12, 2012, and after the Public Hearing on November 20, 2012, the *City of Chippewa Falls Comprehensive Plan* was adopted by the City Council by ordinance. A copy of the adopting ordinance is included at the beginning of this document.

A3. Public Participation

From the beginning, one of the major intents of the project was to allow various opportunities for public input. At the same time, opportunities are limited by time, resources, and interest levels of the public. To overcome these challenges, the community incorporated several different opportunities for public input.

The process depended heavily on the guidance of the Steering Committee (SC) and the five Focus Groups (FG). These groups were made up of a cross-section of different stakeholders in the community. In addition, a survey was randomly distributed to half of the households in the City. Two open houses allowed the public to review accomplishments to date and offer opinions on community design. The City also created a website that allowed people to follow the process and comment via email. The City also hosted the required public hearing for the Plan.

The amount of public input and the desire of the City to have the Plan be accepted and implemented created an implementation strategy that includes a wide range of stakeholders. The intent is that numerous applicable stakeholders will take part in the implementation of the strategies in each element. The City, or one City department will not be the sole implementer of the Plan. This is further discussed and defined in the Implementation Chapter.

A4. Energy and Sustainability

The Plan stresses the importance of energy and sustainability. This can be seen in the Energy and Sustainability Element and in the green boxes which discuss energy and sustainability connections with each respective element. There are many definitions for sustainability. Simply, sustainability means the ability to endure. In regards to the environment and spatial planning, the most commonly used term is “sustainable development”, and the most-common definition used is, “Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” This definition comes from the 1987 Brundtland Commission of the United Nations.

The concept of sustainability has evolved over the past two decades and now frequently includes the theory of the triple bottom line, which measures success at the economic, ecological, and social levels. The term “people, planet, and profit” is also commonly used to describe the triple bottom line theory. These criteria are dependent on each other, and the concept points to the fact that we cannot solve any one of these issues unless we solve all of the issues. For instance, we cannot solve environmental and economic issues without addressing social needs, like poverty and social justice. One has to understand that the economy is a portion of society as a whole and both are located in the environment.

A5. Accompanying Documents

The following documents were created during the planning process and adopted as part of the 2010 *West Central Wisconsin Comprehensive Plan*:

I. INTRODUCTION

Chippewa County Conditions and Trends Report

Inventory of Plans, Programs, and Land Use Policies in West Central Wisconsin

Milestone Report #1: Conditions, Trends, and Implications

Milestone Report #2: Vision, Goals, and Strategies

Milestone Report #3: Plan Implementation

B. Existing Conditions

B.1 Conditions and Trends

The *Chippewa County Conditions and Trends Report* provides a compilation of background information for the elements of the Comprehensive Plan. The report identifies significant information and trends, for Chippewa County and individual communities. In addition, the introduction of the Comprehensive Plan provides a brief synopsis of additional trends specific to Chippewa Falls. The reader can review the *Chippewa County Conditions and Trends Report* if desiring a more detailed look into the community than is provided by the identified trends below.

DEMOGRAPHIC OVERVIEW

- The City's population slowly increased from 1970 (12,352) to 2010 (13,661). The City experienced an increase in population of 1,309 people between 1970 and 2010 (a 10.6 percent increase).
- The 2010 population for the City of Chippewa Falls was 13,661, which is 736 more people than the 2000 Census (12,925) and an increase of 5.7 percent.
- The Wisconsin Department of Administration population projections predict the City will continue to increase its population. The projections show that the population will increase to 15,989 by 2030.
- The City of Chippewa Falls' population increased significantly in median age from 34.2 years in 1990 to 38.0 years in 2010. Chippewa's County's median age in 2010 was 40.1 years.
- Between 1990 and 2010, the City of Chippewa Falls experienced a change in individuals that are 65 years of age and older. In 1990, 18.0 percent of the individuals fit into this category, while in 2010, 16.4 percent were 65 years of age and older. Even though the median age of the City is increasing, the amount and percentage of individuals of retired age in the City decreased.
- City of Chippewa Falls residents saw considerable improvements in educational attainment with 88.9 percent of residents over 25 years of age in 2010 having at least attained a high school diploma as compared to 84.3 percent in 2000 and 74.2 percent in 1990.
- In 2010, 17.7 percent of the residents over 25 years of age had a Bachelor's degree or higher compared to 16.4 percent in 2000 and 13.0 percent in 1990. Another 14 percent had an Associate's degree.
- In 2010, 13.7 percent of persons and 11.7 of families in the City were below the poverty line. In 2000, 10.3 percent of persons and 8.7 percent of families in the City of Chippewa Falls were below the poverty level. Families with a female householder and no husband present, with related children under five years had a poverty rate of 57.5 percent in 2010 and 53 percent in

I. INTRODUCTION

2000. The U.S. poverty rate is \$11,170 for a household of one person and \$23,050 for a household of four persons.

- In 2012, the Chippewa Falls School District had 5,027 students. Of these students, 1,452 were in the high school and 1,046 were in the middle school.
- The percentage of the non-Hispanic White population has slowly decreased over recent years. This demographic group is still the vast majority of the population, but is now down to 94 percent.

HOUSING INFORMATION

- While the City's population increased by 5.7 percent between 2000 and 2010, the number of housing units increased from 5,905 to 6,304, an increase of 6.8 percent.
- In 2010, 63 percent of the City of Chippewa Falls' housing stock was built before 1970, while 19.6 percent was built since 1990. 32.2 percent of the housing stock was built before 1940.

Housing Characteristics - 1980 to 2010

Year	1990	2000	2010
Total Housing Units	5,338	5,951	6,594
Total Seasonal	26	12	N/A
Total Vacant	236	267	564
Total Occupied Units	5,102	5,638	6,030
Owner Occupied Units	2,999	3,284	3,430
Renter Occupied Units	2,103	2,354	2,600
Single Family Units	3,056	3,488	3,687
Multi-Family Units	1,309	2,324	2,907
Mobile Homes	143	139	176

Source: U.S. Census.

Housing Value of Specified Owner Occupied Units - 2010

Less than \$50,000	\$50,000 - \$99,999	\$100,000 - \$149,000	\$150,000 - \$199,999	\$200,000 - \$299,999	\$300,000 - \$499,999	\$500,000 or more	City Median Value
222	910	1,245	637	323	56	27	\$119,900

Source: U.S. Census

Contract Rent (Renter Occupied Units) - 2010

Less than \$200	\$200 - \$299	\$300 - \$499	\$500 - \$749	\$750 - \$999	\$1,000 or more
74	144	581	1,282	341	95

Source: U.S. Census

Owner Occupied Housing Costs as a Percentage of Household Income - 2009

Less than 20%	20.0% - 24.9%	25.0% - 29.9%	30.0% - 34.9%	35.0% or more	City % affordable
835	411	339	144	546	69.7

Source: U.S. Census

Note: U.S. HUD defines affordable housing as 30% or less of monthly or annual income.

I. INTRODUCTION

Renter Occupied Housing Costs as a Percentage of Household Income • 2009

Less than 15%	15.0% - 19.9%	20.0% - 24.9%	25.0% - 29.9%	30.0% - 34.9%	35.0% or more	City % affordable
385	287	308	273	232	1,011	50.1

Source: U.S. Census

Note: U.S. HUD defines affordable housing as 30% or less of monthly or annual income.

TRANSPORTATION INFORMATION

- The major transportation function in the City is maintaining the local road system.
- U.S. Highway 53 travels along the western side of Chippewa Falls. State Highway 29 travels through the southern portion of Chippewa Falls. State Highway 124 travels north and south through the City. State Highway 178 travels from the north into the City. County highways S, N, I, J, and P travel throughout the City. Due to recent changes to U.S. Highway 53 and State Highway 29, the amount and type of traffic has significantly changed.
- With the recent construction of the State Highway 29 bypass south of the City, travel patterns in and around the City have changed.
- Between 2000 and 2009, the City has averaged 272 crashes a year (not including parking lots, private property, or deer crashes). There has been a significant decrease in the average between 2000-2004 (312/year) and 2005-2009 (232/year).
- Of the 6,588 employed residents in 2010, 4,415 (67 percent) worked in Chippewa County. At the same time, 1,563 (24 percent) worked in the City of Eau Claire.
- Of the 6,588 workers 16 years and over in 2010, 78.1 percent drove alone to work. In 2000, 85.5 percent drove alone to work. Mean travel time to work increased between 2000 and 2010 from 18.1 minutes to 19.0 minutes.
- The 2008 Chippewa Falls Outdoor Recreation Plan designates several existing and proposed bicycling/walking trails and routes in the City.

UTILITIES AND COMMUNITY FACILITIES INFORMATION

- The City Hall and library are the primary community facilities located within the City of Chippewa Falls.
- The City has its own Public Works Department that provides public sewer and water services to the residents of the City.
- The City of Chippewa Falls is in the Chippewa Falls Area Unified School District.
- Ambulance and fire emergency services are provided by the Chippewa Falls Fire and Emergency Services Department.
- According to the 2008 Chippewa Falls Outdoor Park and Recreation Plan, the City has seven mini-parks, five neighborhood parks, three community parks, and one regional park. The City also has 11 special parks or other facilities, 10 school parks, and one community pool open during the summer.
- Wisconsin/Paint Creek Dam and Glen Loch Dam are both classified as High-Hazard Dams. Star Mill Dam is classified as a Significant-Hazard Dam.

I. INTRODUCTION

- Within Chippewa County, the City of Chippewa Falls has the greatest flooding vulnerability from dam failure at the Lake Wissota Dam.
- The City Hall has a generator, but the entire building is not wired to take advantage of it. Many facilities are without generators and more planning is needed to coordinate for Long Term Power Outage Events.

AGRICULTURAL, NATURAL AND CULTURAL RESOURCES INFORMATION

- There is very little agricultural land in the City. The majority of this land is on the fringe of the City and in most cases is planned to be developed.
- The majority of soils in the City of Chippewa Falls have been altered from their original state. The area where Chippewa Falls now sits was home to significant amounts of prime soils. There are prime soils surrounding the City.
- The City is in the Lower Chippewa River Basin and the Duncan Creek Watershed.
- Designated floodplains are located mostly along waterways.
- The City has very few wetlands, and they are located throughout the City.
- There are concentrations of steep slopes throughout the City.
- Some soils in and surrounding the City have the potential for sand and/or gravel deposits.
- There are 1,110 historic structures and places in the City of Chippewa Falls on the State of Wisconsin Architecture and History Inventory, and eight are on the National Register of Historic Places. The eight consist of: Bridge Street Commercial Historic District, Chippewa Shoe Manufacturing Company, Cook-Rutledge House, Hotel Chippewa, March Rainbow Arch Bridge, McDonnell High School, Notre Dame Church and Goldsmith Memorial Chapel, and Sheely House.
- According to the Wisconsin Initiative on Climate Change Impacts (WICCI), the average temperature is rising and projected to continue to rise. Between 1980 and 2055, annual average temperatures are projected to increase about 6.5 degrees Fahrenheit. In addition, annual precipitation has been and will continue to grow. Annual precipitation is projected to increase by 1.5 to 2.0 inches per year between 1980 and 2055, with seasonal fluctuations.

ECONOMIC DEVELOPMENT INFORMATION

- The number of Chippewa Falls' residents in the labor force increased from 5,549 to 6,450 to 7,336 in 1990, 2000, and 2010.
- In 2010, the largest percentage of working City residents were employed in either Manufacturing (23.4 percent) or Educational, Health, and Social Services (20.2 percent). The Retail Trade sector at 15.0 percent made up the next largest percentage of employment by industry. In 2000, these percentages were 28.4, 20.2, and 14.9.
- There has not been a significant change in the percentage of the workforce in the City that is employed in the manufacturing industry in the last 30 years, as there was 28.8 percent in 1990. The same can be said for the retail industry which had 17.6 percent in 1990.
- In 2010, Sales and Office Occupations and Production, Transportation, and Material Moving Occupations made up 25.7 percent and 27.7 percent of the workforce. In 2000, they both made up 26.2 percent of the workforce. Management, Professional, and Related Occupations

I. INTRODUCTION

decreased from 25.8 percent to 22.4 percent and Service Occupations increased from 14.8 percent to 18.1 percent.

- Most of the City’s workforce (82.7 percent) were employed by private firms. Self-employed workers in a non-incorporated business constituted 5.8 percent of the workforce and 11.5 percent were employed by government entities.
- In 1990, 6.8 percent of the workforce walked or worked at home. In 2000, this number dropped to 3.5 percent, and in 2010 it was 3.7 percent.
- The median household income in the City of Chippewa Falls increased 42 percent between 1989 and 1999, notably below the County and State average increases of 53.1 and 47.1 percent, respectively. The median household income in 1989 was \$23,056 and in 1999 it was \$32,744. In 2009, the median household income was \$40,010. In constant 2009 dollars, the City’s median household income increased from \$39,890 to \$40,010 or an increase in .3 percent between 1989 and 2009, but a decrease of five percent between 1999 and 2009. The per capita income in Chippewa Falls increased from \$11,034 (1990) to \$18,366 (2000) to \$22,712 (2010) or 23 percent in 2010 constant dollars between 1990 and 2010.

LAND-USE INFORMATION

- In 2011, there were 2,007 acres of assessed land in the City.
- The number of assessed commercial acres increased from 133 to 971 between 1987 and 2011. Assessed industrial acreage increased from 244 to 391 acres during the same time period.

Land-use Acreage and Assessed Value Per Acre - 2011

	Agricultural	Forest	Ag. Forest	Undeveloped	Residential	Commercial	Manufacturing	Other	Total
Acres	72	114	14	0	443	971	391	2	2,007
Value per Acre	149	3,413	1,536	0	168,004	95,536	13,801	10,000	58,604

Source: Wisconsin Department of Revenue

B.2. Chippewa Falls Plans and Regulations

This is the fourth comprehensive planning effort for the City. The City of Chippewa Falls completed its first comprehensive plan in 1999. The City has previously adopted ordinances for subdivisions, animal control, road construction, building and zoning codes, etc.

B.3. Applicable Chippewa County Plans and Regulations

The City has been an active stakeholder for numerous Chippewa County planning endeavors. Primarily, the County enforces zoning and subdivision ordinances and has a comprehensive plan.

B.4. Other Applicable Plans and Regulations

The *Inventory of Plans, Programs, and Land Use Policies in West Central Wisconsin* reviews a number of additional plans, programs, and regulations which are related to this planning effort. Surrounding towns, villages, and cities have comprehensive plans. To generate a greater level of partnership and understanding between adjacent and overlapping entities, the City created an

I. INTRODUCTION

Intergovernmental Cooperation Focus Group and invited stakeholders from surrounding and overlapping entities.

C. Community Survey

Survey Purpose

The purpose of this study was to gather opinions regarding issues to be considered in the process of updating the Comprehensive Plan for the City of Chippewa Falls. The West Central Wisconsin Regional Planning Commission and the City of Chippewa Falls worked with the Survey Research Center (SRC) at the University of Wisconsin–River Falls to collect and analyze the data.

Survey Methods

In April 2011, the SRC mailed surveys to a random sample of 2,925 City of Chippewa Falls residents. The overall response rate from the public was 43 percent (1,257 usable questionnaires). Based on the estimated number of adults in the population of the City (10,206)¹, the results provided in this report from the public respondents are expected to be accurate to within plus or minus 2.6 percent with 95 percent confidence.

Results Overview

The questionnaire contained seven sections related to the City's comprehensive plan: transportation, natural and cultural resources, housing, economic development and land use, energy and sustainability, utility and community facilities/services, and City priorities.

The City's roads received particularly low ratings, with nearly three-fourths of respondents rating the overall adequacy of the roads as fair or poor. Approximately three in five (59%) said the City's sidewalks are excellent or good, and a large majority of respondents (82%) believe the City's bike trails are excellent or good. Respondents were nearly unanimous (96%) in their opinion that the City of Chippewa Falls should invest in improving existing roadways and large majorities supported investments in pedestrian amenities and transit opportunities. In terms of paying for transportation improvements, seven in ten respondents said they would support additional taxes or fees to improve existing roadways for vehicles, and half said they would oppose additional fees or taxes for improvements made to bicycling amenities.

Respondents expressed high levels of satisfaction with the environmental quality in the City of Chippewa Falls. Majorities ranging from 64 percent to 93 percent said they were "satisfied" or "very satisfied" with all ten environmental factors listed in the survey. Approximately 60 percent of respondents said current City policies and regulations adequately protect the local environment.

When asked to rate the priority of investing in each of the 14 recreational facilities in the community, respondents gave relatively few high priority ratings. The top priorities were the pool, picnic areas, and playground equipment, but none of these were deemed a high priority by more than 35 percent of respondents. Majorities of respondents said investing in volleyball courts, a skate board park, basketball courts, tennis courts, a frisbee golf course, cross country skiing, dog parks, ice skating rink, and athletic fields during the next 10 years is a low priority or not a priority. Respondents preferred a combination of taxes and fees to fund the creation or expansion of the City's recreation facilities and were opposed to using property taxes alone to fund recreation improvements.

More than three-fourths of respondents said the City of Chippewa Falls needs more affordable housing and programs to improve existing housing quality. The top two types of housing needed,

¹ Source: U.S. Census Bureau, 2005-2009 American Community Survey.

I. INTRODUCTION

according to respondents, were senior condominiums/apartments and assisted living facilities for seniors. The majority said more townhomes/condominiums, duplexes/apartments, and mobile home parks were not needed in the City of Chippewa Falls.

A slight majority of respondents think there are too few retail shops (56%) in the City. They are nearly evenly split regarding whether there is enough downtown development. The majority believes the amount of restaurants, industrial development, commercial development, office development, medical/health, and residential development is “about right”.

When asked specifically about industrial development, large majorities support all the types of industrial establishments listed on the survey: light manufacturing, high technology, green/sustainable-technology industries, transportation industries, and heavy manufacturing.

A large majority (77%) believes it is important or very important for Chippewa Falls to become a more environmentally sustainable community.

City of Chippewa Falls respondents are generally pleased with the services provided by the City, with majorities rating most of the 13 listed services as “excellent” or “good.” Services with the highest ratings include park and recreation facilities, sanitary sewer service, police protection, and the public library. Consistent with earlier findings, the service with the lowest ratings is street and road maintenance (75% “fair” or “poor”).

The library building received a higher rating than the services and materials inside the building. Still, the majority rated their experiences with the library’s print collection, interlibrary loan, children’s area, magazines, and internet access as “excellent” or “good”.

When asked how important certain priorities are to the City as it grows, the top two priorities, according to survey respondents, are promoting economic development/job creation, and having high-quality surface and ground water.

Generally, the demographic profile of the sample aligns well with comparable data from the Census. However, the sample contains fewer young people and renters and a higher proportion of respondents with post-high school education. The sample contained somewhat fewer households with incomes between \$15,000 and \$24,999 than the Census. There were numerous significant differences in the opinions among demographic groups.

The complete results of the survey can be found in Appendix III.

I. INTRODUCTION

D. Issues Identification

As part of the issues and opportunities section of the planning process, the Steering Committee and five Focus Groups compiled a list of the issues facing the City of Chippewa Falls. Members were then asked to individually identify their top five concerns and opinions for each category; a total of 33 surveys were returned. The results of this issues identification process on the following pages provided focus on the most important issues during the visioning process and during the creation of the goals, objectives, and strategies for each plan element.

Population	Select your Top 5
It is important to keep college-educated young adults in Chippewa Falls.	26
Elderly population will continue to increase demands on certain city services.	25
Chippewa Falls and the surrounding area are experiencing an increase of people who are moving from other communities. They bring with them expectations of what should be located in the City and what services should be provided. Sometimes these expectations conflict with what services currently exist.	21
The City is growing more culturally and ethnically diverse with unique social, housing, and economic impacts, potential cultural conflicts, and special needs related to these populations.	18
Adequate housing options need to exist for the growing elderly population.	17
High population growth has been occurring in towns and communities that surround Chippewa Falls.	16
For a host of reasons (e.g. quality-of-life, plentiful water, access to food) the population of Chippewa Falls may dramatically increase in the near future.	13
The City needs an increase of people living downtown.	4

I. INTRODUCTION

Housing	Select your Top 5
Condition of some housing units are poor.	21
Appropriate housing (e.g. centrally located, multi-generational, retirement living) for the future elderly population needs to increase.	18
Varying types of downtown housing units are needed to help increase vibrancy downtown.	17
Increases in travel time and fuel costs may increase or decrease housing demand in the City if residents are less willing to commute long distances to their place of employment.	15
There is a lack of public and private money available to help improve the quality of the existing housing stock.	15
A downtown housing funding program would help stimulate downtown housing developments.	15
The City needs more “affordable” housing options that are adequate for residents that require them.	10
Adequate quality “low-income” housing options are limited in the City. There needs to be additional options available for residents that require them.	10
There is a large amount of excess residential property on the market.	7
There is a need for additional suitable starter home and multi-family options.	6
Rental properties account for a high percentage of the City’s existing housing stock.	5

I. INTRODUCTION

Transportation	Select your Top 5
Better way-finding (signage to help locate specific locations) is needed in the City.	20
Downtown one-way streets create a confusing environment for out-of-towners and limit business visibility.	19
Even though Chippewa Falls is small in square miles, the vast majority of trips in the City are made by the personal vehicle.	17
Revitalization of freight and passenger rail is important in and around the City, especially given rising fuel prices.	16
The airport needs to continue to be a good option for passenger, corporate operations, and shipping options.	14
Parking downtown is difficult to find and in some cases ineffective (e.g. 1-hour parking on Bridge).	14
An increase in bike and pedestrian paths which connect city facilities/areas (e.g. Irvine Park, pool, downtown, Fairgrounds, river) would create more connectivity.	13
There are no mass transportation options to the airport, Eau Claire, throughout western WI, and the Twin Cities.	12
Existing physical boundaries for shared ride programs create barriers for use.	8
Designated downtown bike parking would encourage bicycle use downtown.	5
Better connectivity from Chippewa Crossing to downtown is needed.	5
With a projected increase in rail traffic, city rail infrastructure (e.g. crossings, signage) needs improvement.	6
Downtown is difficult to get to from the City's outer access points.	4
The issue of Spring St. Bridge staying or being removed.	4

I. INTRODUCTION

Utilities & Community Facilities	Select your Top 5
Chippewa Falls and the surrounding communities are facing issues where community facility sharing would help reduce costs.	22
Amenities downtown (e.g. free WiFi, vibrant public places) are needed to make people want to be downtown and stay downtown for longer periods of time.	17
Improvement of signage/gateways to community facilities and downtown makes them easier to find.	15
Due to financial constraints and rising energy prices, the continued financing of community facilities has become difficult.	14
Renewable energy options are not being used at this time, but they should be explored and start to be used, so the City can meet its goal of 25% of its energy use coming from renewable energy in 2025.	14
The public understanding of the positive role that the Fairgrounds facility plays in the community can be improved.	12
There is no large seating capacity facility in the City.	12
Due to increasing population and lower density development, increasing demands are being placed on fire, police, and other emergency and response providers.	11
Even though residents from all over Chippewa County (and beyond) use community facilities (e.g. Irvine Park, library) only City residents pay for the upkeep and operation of them.	10
Due to population growth, the school district will experience more demands on its facilities.	8
Public knowledge about community facilities and what is offered at them could be improved.	7
With its aging population, there will be increasing demand for assisted living facilities, nursing home beds, and other related services.	5
Directional signage for biking and walking can be enhanced.	2
Certain parts of the community pool are deteriorating.	2

I. INTRODUCTION

Agricultural, Natural, & Cultural Resources	Select your Top 5
A greater feeling of vibrancy, which often is needed to attract higher-income wage earners, high-technology businesses, and entrepreneurs who are often mobile, is needed to better compete with other communities.	29
Chippewa Falls, especially downtown, has a large number of historic buildings. There is a large interest in preserving/promoting these structures, but it is often difficult to rehabilitate these buildings.	22
Some residents do not think of downtown as a location for cultural resources.	18
It is growingly difficult for Chippewa Falls to compete with other surrounding communities for successful cultural events.	13
As the City has grown and land use patterns have changed, there has been a loss of sense-of-place in some areas.	11
Museums in the City are struggling to stay open and/or attract visitors.	10
There is need for more education in order to preserve and revive the culture and history of the City.	9
There is a perception that the City lacks arts and cultural amenities.	8
Pesticide, herbicide, and fertilizer use negatively impact (e.g. phosphorus loading) surface and groundwater in Chippewa Falls and areas downstream of the City.	6
There are opportunities for urban agriculture endeavors in the City.	6
Water use in the County has increased by almost 100 percent since 1979, while the population has only increased by roughly 20 percent.	6
Non-metallic mining resources need to be protected for future use, as land-use conflicts often arise from the development and operation of mines and quarries.	3
New developments do not have adequate open space for residents.	2

I. INTRODUCTION

Economic Development	Select your Top 5
Economic development activity/marketing in the City is important and should be appropriately funded.	18
With more development happening in the City and surrounding area, a more effective program to promote “all things” downtown needs to exist.	14
There is a shortage of a diversity of businesses downtown (e.g. clothing, food co-op, large employee) for both residents and tourists.	12
There is a lack of understanding of what the future regional economy will include and what jobs will be needed.	12
Economic development financing options, other than TIF, are needed.	12
With an aging population and difficulty of attracting workers to the community, there is a relatively good chance of potential future workforce shortages, which will make it difficult to attract and retain businesses.	12
There is a challenge between finding a balance between thinking/acting regionally and promoting just Chippewa Falls.	10
Energy and fuel costs are increasing, which puts a strain on businesses of all types.	9
Cooperation, communication, and understanding between local industry, K-12 education system, and parents as to what education/talent is needed for employees often do not exist.	9
The City has an image in portions of business community (inside C.F. and outside C.F.) of being non pro-business.	9
Some businesses (e.g. high-tech, manufacturing) in Chippewa Falls have difficulty filling positions.	6
In regards to promoting itself versus other cities, the City struggles to differentiate itself with other communities.	6
There is a lack of understanding by entrepreneurs of how and what the process is to start a business in the City and a streamlined permitting process is important.	6
There is a lack of hotel rooms in the City.	5
Existing business/industrial park space does not adequately serve desired high-tech/green-tech industry.	3
It is often difficult to get a financial return on investment for property improvements.	3
Moving towards a carbon neutral economy is very likely in the future. The City should be ahead of the curve and promote this type of economy.	3

I. INTRODUCTION

Land Use	Select your Top 5
There needs to be a balance between new development outside of downtown and still promoting downtown.	19
Land use patterns should develop or support the character of the City and a sense-of-place.	17
The areas along HWY 29 and 53 are not attractive and do not promote the City.	15
In some cases, commercial signage in the City does not support the sense-of-place of an area.	11
Trends show a greater desire for smaller sized homes/multi-family in and around downtowns. There could be more of these in the City.	10
As industry and high-intensity commercial develop in the City and as residential development moves further out to agricultural areas, land use conflicts often are created.	10
There is a lack of intergovernmental cooperation on land use, in particular at the urban-rural fringe.	10
Bike and pedestrian corridors that connect with other parts of the City should be constructed with all new construction.	9
There is not enough parking downtown.	9
Redevelopment and infill opportunities, rather than greenfield development, should be encouraged.	7
The development plan for the “state-land” property needs to be amended to better fit current demands and trends.	7
There is a need to find more options/locations for higher-income people to live in the City.	7
Advertising signage of businesses that no longer exist are still erected in the City.	7
A variety of elderly housing options (e.g. retirement housing, multi-generational housing) downtown does not exist.	6

I. INTRODUCTION

Energy and Sustainability	Select your Top 5
There is a general lack of understanding among the community regarding what can be done both individually and community-wide to address energy and sustainability issues.	20
There needs to be a better understanding of how Xcel Energy can be a good partner for sustainability/energy issues and help Chippewa Falls become a more sustainable community.	18
Energy and sustainability endeavors should be done in conjunction with adjacent communities/private sector.	18
The City needs to begin the process of meeting its goal of 25% of its energy coming from renewable energy resources by 2025.	15
Energy demand and energy costs are increasing and there will be a growing need to consider renewable energy sources throughout the City.	15
The financial payback on some renewable energy options is low and often not economically viable in the short-term.	13
The City lacks an economic strategy for working towards a green economy.	10
City ordinances/policies/education programs should encourage/promote renewable energy options.	9
Increase the City's food independence/help promote the local economy by purchasing more food from local producers (e.g. schools, hospitals, restaurants, and residents).	8
A sustainability grassroots organization does not exist in the City.	7
City decision making too often focuses on short-term financial cost-benefits, rather than considering "true costs" (present and future economic, social, and environmental).	7
A significant amount of wasted power/energy exists in the City.	6
Local energy production capacity (e.g. AG, forestry) is not being used.	4
Large community events, schools, hospitals, etc. produce significant amounts of garbage.	2

I. INTRODUCTION

Intergovernmental Cooperation	Select your Top 5
Relationships and communication with adjacent towns/cities/villages needs to improve.	23
Elected and appointed officials should be leaders that start effective intergovernmental cooperation.	19
Intergovernmental cooperation is essential for the effective protection of water and other valued resources.	19
Many opportunities exist to merge departments (e.g. fire, animal control) and share buildings/equipment with other government entities (e.g. county, school district, towns, adjacent communities).	19
Purchasing (e.g. salt, sand, paper, machinery) with other government entities could save money.	18
There is a strong desire among all communities not to lose their respective identities.	16
The City and surrounding communities could work together to discuss a regional/shared public water and sewer service.	13
Need to collaborate with immediate surrounding region for new energy options.	13
Ordinances that allow more cooperation and coordination (e.g. communication tower sharing) do not exist.	10

I. INTRODUCTION

E. Vision

A vision statement defines the future that a community wants, but it does not define how it gets there. Visioning helps build consensus, can emphasize assets, identifies desirable change, and provides direction and context for the planning goals and policies later in the process.

In October 2011, the Steering Committee and Focus Groups held a joint meeting to discuss a vision for the City. Prior to discussion on the vision, the group was updated on the results of the issue identification process, community survey, and the visual preference survey held as part of an open house at the library. The members of the Steering Committee and Focus Groups discussed what they would like to see in a perfect Chippewa Falls in 2030. From there, all the comments and ideas were organized in different categories and a vision was created.

The City of Chippewa Falls: VISION 2030

In 2030, the City of Chippewa Falls community lives in balance with its natural resources and the environment, and it is a community that utilizes its various attributes and resources to create, enhance, and be home to:

- A diverse economic base with a high quality, well trained workforce necessary for attracting industrial and business investment.
- A responsible environmental footprint, and residents and businesses that are knowledgeable on energy impacts and options.
- A vibrant and thriving downtown that is a day-to-day cultural, economic, and welcoming social center of the City.
- Affordable, quality housing options for all residents.
- Clean and abundant natural resources that are key components to high quality-of-life and economic development.
- Efficient and effective information and transportation connections locally, regionally, and globally.
- First-class education and cultural resources for life-long learning opportunities.
- Livable-wage jobs for all residents, and a strong entrepreneurial spirit throughout the community.
- Successful working relationships among the public, private, and education systems, and all surrounding communities.
- Unique and efficient urban design characteristics that make the City distinctive, a destination choice, and easily accessible by all modes of transportation.

II. HOUSING

Housing costs are the single largest expenditure for most Chippewa Falls residents. However, affordability is just one reason a community may plan for housing. A variety of local and regional housing issues and demands can be addressed through planning, such as type (e.g., single-family, rental, manufactured), condition (e.g., age, aesthetics, rehabilitation), and safety (e.g., codes, disaster preparedness, accessibility).

Many variables impact housing, and housing impacts many other elements in the Plan. For example, in order to build vibrant communities, it is vital that Chippewa Falls has an adequate supply of housing for workers in all price ranges. In order for communities to develop their economies, they must create jobs, and in turn, must have housing for workers who fill those jobs. This is true for Chippewa Falls, as a significant percentage of persons that live in Chippewa Falls work in Eau Claire and a significant percentage of persons that work in Chippewa Falls live in Eau Claire.



In a world where energy prices will surely increase, housing will need to be located next to jobs, transit options, shopping, and recreational opportunities and be built to limit energy use. In Chippewa Falls, many of these opportunities are located in or within close proximity of downtown. In addition, historic homes and well-designed residential buildings improve the character and quality-of-place for a community, which is important for increasing sense-of-place, community character, and economic development.



II. HOUSING

A. Conditions, Trends, and Issues Prioritization

Conditions & Trends

- The number of housing units in the City increased 6.8 percent between 2000 and 2010, while population increased 5.7 percent.
- The City is experiencing very little new housing options downtown and in the surrounding area.
- About 60 percent of the City's housing stock is single-family units.
- 65 percent of the housing stock was constructed before 1970 and 32 percent before 1940.
- Approximately 60 percent of the housing units in the city are owner-occupied.



Top 3 Issues

- The condition of some housing units is poor.
- Appropriate housing (e.g. centrally located, multi-generational, retirement living) for the future elderly population needs to increase.
- Varying types of downtown housing units are needed to help increase vibrancy downtown.

Implications

- There is an increasing interest for people to live closer to work and downtowns. This trend, if not yet in Chippewa Falls, will come in the near future. The City will need to make sure there are adequate housing opportunities for these demands.
- Local communities must be prepared to meet the changing demands for different types of housing, in particular as our population ages and as more attention is given to alternative building methods.
- The City contains an older housing stock that is in need of rehabilitation and energy efficiency improvements. Programs to address these issues are needed.

II. HOUSING

C. Goals, Objectives, and Strategies

Goal:

Chippewa Falls has affordable and quality housing options that are available for all generations and income groups.

Objectives:

1. Downtown has a wide variety of multi-generational, multi-family housing options.
2. Housing conditions are maintained and programs exist to help improve housing quality.
3. New housing is developed in a way that is economically efficient in terms of its location and relation to necessary services, facilities, and infrastructure.
4. Older and well-established neighborhoods are promoted and enhanced.
5. There is a diversity of housing choices for all generations with a focus on senior and elderly populations.

Strategies:

City

1. Implement subdivision and development codes that increase economic efficiency of housing locations. [Short Range]
2. Examine the benefits of a rental property ordinance. [Short Range]

City in Partnership

3. Increase the amount of quality affordable housing. [Short Range]
4. Increase the diversity of housing in the city center to include more smaller-sized and multi-family homes and housing opportunities for the elderly. [Ongoing]
5. Enhance programs to address housing that is in extremely poor condition. [Short Range]
6. Promote the development of high-end housing options throughout the City. [Ongoing]
7. Enhance funding options for downtown housing rehab and development. [Ongoing]
8. Diversify housing options to include condominiums and townhouses. [Ongoing]
9. Work with stakeholders to provide assisted living facilities and long-term care facilities in locations that promote a feeling of belonging in society and have social interaction attributes. [Short Range]

Non-City

None

ENERGY AND SUSTAINABILITY CONNECTIONS

Land Use:

- Locating housing options in areas where walking/cycling to transit and shopping opportunities exist increases the availability of walking and cycling as a means of transportation.
- Locating high-density housing options adjacent to transit allows more efficient transit operations.
- Urban cores are key locations to have high density residential development and mixed-use development that incorporates housing opportunities.

Construction:

- Energy-efficient construction, home improvements, and appliances reduce energy use.
- More efficient sized housing options reduce energy use and land consumption.

III. TRANSPORTATION

Transportation can directly influence a community's growth. Transportation infrastructure can also be used as a tool to help guide and accommodate the growth that a community and its surrounding area envisions. The transportation element is extremely interconnected with other elements. Economic development, housing, and land use decisions can increase and/or impact demands on the various modes of transportation (e.g., roads, air, rail, pedestrian). Likewise, transportation decisions, such as the construction of new roadways can impact accessibility, land values, and land use. It is very important when a community decides to plan for new transportation systems and/or pieces in a transportation system to work together with surrounding communities and overlapping jurisdictions. This is so that all transportation systems can work together and be most efficient.



There are 103 miles of roadway, 6.0 miles of bike trails, and 3.2 miles of bike lanes in the City limits. Of the roadway miles, 98.4 miles are local, 1.0 is County, and 3.3 are State. Interstate Highway 94 travels approximately 15 miles from the City. This freeway facility connects the City with the Twin Cities metropolitan area to the west and the metropolitan areas of Madison, Milwaukee, and Chicago to the south. This highly developed highway network provides Chippewa Falls the opportunity to capture development and economic activity due to through-traffic volumes and accessibility from the surrounding areas.



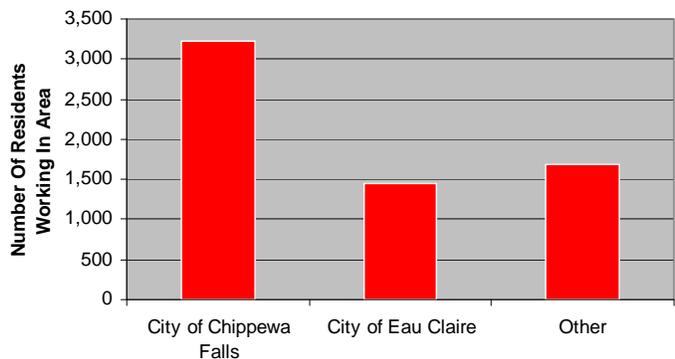
At this time, the City is serviced by the Canadian National, Progressive Rail, Inc., and Union Pacific Railroad. Currently, there is discussion regarding passenger rail service that would connect the Twin Cities and Chicago metropolitan areas. This service could travel through Eau Claire and/or La Crosse. In addition, there is discussion regarding increasing freight rail service in and around Chippewa Falls.

A. Conditions, Trends, and Issue Prioritization

Conditions & Trends

- From 1998 to 2007, the percent increase in annual Vehicle Miles Traveled (VMT) in the City (18 percent) was triple that of the State (six percent).
- For a city its size, the City is well connected by air with daily flights to Chicago O'Hare.
- Vehicle crashes and related injuries are generally decreasing.
- Transit services in the surrounding area are limited, but demand is increasing as our population ages and commuting distances grow.

Work Destinations For Chippewa Falls Residents (2005-2009)



source: U.S. Bureau of the Census, 2000



Top 3 Issues

- Better way-finding (signage to help locate specific locations) is needed in the City.
- Some downtown one-way streets can create a confusing environment for out-of-towners and limit business visibility.
- Even though Chippewa Falls is small in square miles, the vast majority of trips in the City are made by the personal vehicle.

Implications

- While the City is well connected for vehicle travel, connections by some other transportation modes are more limited and will need to be expanded to better serve residents.
- Transportation projects influence land use and vice-versa, and require coordinated planning.
- Due to rising fuel prices, there is increasing attention to alternative modes for passenger and freight transportation. Likewise, the demand for transit services for seniors is also projected to increase.
- Roads constitute a large portion of the City's budget. It is a continuing challenge to maintain local transportation infrastructure, while meeting demands (e.g., road paving, access, bike lanes, curb and gutter) due to new growth.

III. TRANSPORTATION

B. Special Subsections

The related transportation plans discussed in the *Inventory of Plans, Programs, and Land Use Policies* were reviewed. The below transportation goals, objectives, and strategies for the City were determined to be compatible with the other related transportation plans.

C. Goals, Objectives, and Strategies

Goal:

Chippewa Falls provides a safe and efficient multi-modal transportation network for all residents and businesses.

Objectives:

1. All destinations are well signed and easy to find.
2. Downtown is easily accessible and navigable for all modes of transportation.
3. Safe biking and walking options exist throughout the community.
4. Transit options exist from the City to the surrounding region.
5. The airport adequately serves passenger and industry demands and needs.
6. Effective and efficient freight rail options exist.
7. Passenger rail options are easily accessible.

Strategies:

City

1. Create a bike and pedestrian system that connects all destinations throughout the City. [Ongoing]
2. Continue to study the options between two-way and one-way streets in downtown. [Ongoing]
3. Develop a transportation connection from Chippewa Crossing to downtown. [Medium Range]
4. Continue and enhance the program that helps educate and inform citizens about road conditions and when scheduled repair will happen. [Ongoing]
5. Research the possibilities for dedicating fees or an increased tax to improve existing roadways. [Short Range]

City in Partnership

6. Improve accesses and signage to downtown. [Immediate]
7. Provide transit connections to adjacent communities (specifically Eau Claire) and the Chippewa Valley Airport. [Long Range]
8. Continue to move towards the creation of a Regional Transit Authority. [Ongoing]

ENERGY AND SUSTAINABILITY CONNECTIONS

Location:

- Downtowns offer the best location for transportation/transit centers. Accessibility and opportunity for connections increases the viability of using multiple transportation modes.

Community Facilities:

- The existence of well-planned and accessible multi-modal paths increases the opportunity for recreational and functional non-motorized activity.
- On-street bike lanes provide safer and more accessible options for cycling, many of which are used by commuters.
- Park and ride lots and carpooling programs provide opportunities to reduce vehicle miles traveled along specific corridors.

Modes:

- Passenger rail between Madison, Eau Claire, and the Twin Cities would allow for a greater opportunity to travel outside of the region without a personal automobile.
- Increased freight rail opportunities would reduce the dependence on individual truck traffic, which uses more energy.

Intergovernmental Cooperation:

- Intercommunity transit options provide transit services for individuals that would like to travel to and from a variety of communities.

III. TRANSPORTATION

9. Work with appropriate stakeholders to continue to improve freight rail options in the City. [Ongoing]
10. Work with appropriate stakeholders to continue to improve freight and passenger use of the Chippewa Valley Airport. [Ongoing]
11. Evaluate the existing supply of downtown parking and determine if there is adequate parking throughout downtown. [Short Range]
12. Work with adjacent communities to explore the feasibility of a shared ride system and/or bus system that extends across community boundaries. [Long Range]
13. Complete a Safe Routes To Downtown Plan to increase pedestrian and bike accessibility. [Short Range]
14. Complete Safe Routes To School Plans for all of the schools to increase pedestrian and bike accessibility. [Short Range]
15. Continue to implement the City Bicycle and Pedestrian Plan. [Ongoing]
16. Work with stakeholders to get passenger rail service to the Chippewa Valley. [Ongoing]
17. Research opportunities to have transit services available during events in the City. [Short Range]
18. Produce a bike and pedestrian map. [Ongoing]

Non-City

None

IV. UTILITIES & COMMUNITY FACILITIES

Utilities and community facilities provide the foundation on which a community is built and maintained. Utilities may include sanitary sewer, storm water, and water systems as well as electricity, natural gas, telecommunications, and solid waste disposal. Community facilities can vary greatly by community, but typically also include parks, schools, libraries, cemeteries, and various health and safety providers (e.g., police, fire, ambulance, hospitals). Special services deemed to be vital to a community may also be included as a community facility.



Utilities and community facilities can be used to guide growth, encourage development, or help establish community identity. Combined with roads, the construction, maintenance, and operation of public utilities and community facilities often constitute the largest proportion of a community's budget. The location of community facilities is important when implementing land-use patterns that promote

more sustainable development patterns, healthy communities, and communities that are walkable. Many of these facilities are integral parts of a community and locating them in areas that are easily accessible and walkable reduces the need to drive a vehicle and increases the number of people that have access to the facility.

Even though the population of Chippewa Falls is not increasing at a significantly fast pace, utilities and community facilities always have to be analyzed for expansion and/or improvement. Sometimes, the slightest increase in population and/or the slightest increase in the impact from a population can create a scenario where improvements to utilities and community facilities are needed.

In the future, more partnerships between communities are expected. These partnerships will allow communities to work together for shared services and mutual aid, which is often driven by potential cost savings, and/or other factors such as natural resource limitations (e.g., water quality/quantity), growth patterns, and providing linkages (e.g., recreational trails). Discussion of intergovernmental cooperation opportunities should be considered for determining long-term solutions to the growing demand for community facilities and utilities.



IV. UTILITIES & COMMUNITY FACILITIES

A. Conditions, Trends, and Issue Prioritization

Conditions & Trends

- Due to population growth, the school district will experience more demands on its facilities.
- The City provides public sewer and water services to the residents.
- Portions of the City pool are in need of repair.
- Some governmental structures need maintenance, expansion, or replacement.
- For some, there is a feeling that downtown is difficult to navigate and is not well signed.



Top 3 Issues

- Chippewa Falls and the surrounding communities are facing issues where community facility sharing would help reduce costs.
- Amenities downtown (e.g. free WiFi, vibrant public places) are needed to make people want to be downtown and stay downtown for longer periods of time.
- Improvement of signage/gateways to community facilities and downtown makes them easier to find.

Implications

- It is becoming increasingly important that communities and local service providers consider all alternatives and cooperative opportunities to provide needed services. Partnerships are crucial given that many critical community services are provided by private sector or non-profit entities.
- Increasing growth will result in increasing demand for services, though studies show that the tax base gained from growth is not always sufficient to cover the needed community services.
- The expectation levels of new residents may be different than those of an existing community, resulting in local conflict or differing demands for facilities and services.
- The effectiveness of many services can be improved through regional analysis and multi-jurisdictional approaches, such as emergency management planning, trail planning, and shared public infrastructure.

IV. UTILITIES & COMMUNITY FACILITIES

B. Special Subsections

B.1. Review of Existing Facilities

The City of Chippewa Falls has numerous existing facilities. These utilities and facilities (e.g., health care, emergency services, recycling facilities, telecommunications, electric utilities, child care, libraries, parks, and schools) are listed and discussed in the *Inventory of Plans, Programs, and Land Use Policies in West Central Wisconsin*.

The surrounding area of Chippewa Falls is a combination of urban and rural. The urban areas (e.g., Eau Claire and Lake Hallie) have significant populations. In most cases, people from the urban area go to Chippewa Falls for various activities like festivals, shopping, tourist activities, etc. The population in the rural areas (primarily the rest of the surrounding area) go for the same reasons and also to do day-to-day activities like shopping, library, recreation, etc. These trips to the City put an added strain on the utilities and community facilities in the City. At the same time, sometimes utilities and community facilities need to be sized to support more people than the population of the City, as some are often being used by people who do not live in Chippewa Falls.

During the process, there were many positive statements about Irvine Park. There were also numerous comments about the need to keep the community pool and invest in upgrades to it.

B.2. Assessment of Future Needs

Many utilities and community facilities in the City will need to be improved and/or replaced in the near future. This is a result of many aging facilities, new and expanding technology that can upgrade construction, and a focus on more sustainable design. During the planning process some community facilities were highlighted as needing to be addressed. An example of this is an increasing need for elderly homes due to the aging population of the surrounding region. Opportunities for a greater regional approach for various facilities are addressed in the Intergovernmental Cooperation Element of this plan.

B.3. Emergency Services and Hazard Mitigation

The City of Chippewa Falls participated in (and adopted) the *Chippewa County All Hazards Mitigation Plan 2012-2017* which identifies issues and strategies related to natural hazard events and hazardous materials spills. Municipalities must have a mitigation plan in place to maintain eligibility for FEMA hazard mitigation grant programs. Eligible projects include floodproofing, relocation, and acquisition of floodprone structures, storm shelters and safe rooms, distribution of weather radios, certain stormwater improvements, and public educational efforts.

During the mitigation planning effort, City representatives identified the following issues and strategies for Chippewa Falls:

IV. UTILITIES & COMMUNITY FACILITIES

Issue: Chippewa Falls has a long history of flooding as will be discussed in the Natural Resources element of this plan. In the not too distant memory, significant numbers of structures were located within the 100-year floodplain along the Chippewa River and Duncan Creek, but acquisitions and floodwalls have mitigated many of the problem areas. The *Downtown Riverfront Master Plan* contemplates the acquisition of additional floodplain properties, which further reduces flood risks. The City has had eight National Flood Insurance Program claims on four properties since 1978, so some flooding problems continue to exist. Two properties in the Glen Loch area have had repetitive flood losses, but may have been addressed. Significant portions of the City lie within the dam failure inundation zone for the Wissota Dam. Some maintenance of the floodwall at the wastewater treatment plant is needed. The plan also discusses some past problem areas with overland flooding (not overbank/riverine flooding). These areas are being monitored and no specific action or stormwater system improvements are identified in the mitigation plan.

Strategy: Continue flood warning and mitigation efforts, including the implementation of the *Downtown Riverfront Master Plan* and the maintenance of the wastewater treatment facility floodwall and other similar infrastructure. Continue to monitor, plan for, and address critical stormwater and flash flooding issues as identified in the plan.

Issue: City Hall lacks full wiring for emergency power generation, but it would serve as a back-up Emergency Operations Center for the County should it be needed. Other critical facilities in the City also lack emergency power generators.

Strategy: Should funding opportunities arise, acquire additional electric power generators for emergency use.

Issue: No community safe rooms exist in Chippewa Falls, even though the City has an estimated 139 mobile homes and considerable slab-on-grade development without basements or safe rooms.

Strategy: Identify storm shelters for residents or visitors, execute formal agreements for shelter use, and use local media to educate residents on availability. If a shelter is not readily available, pursue grant funding to construct a public storm shelter as opportunities allow. In Chippewa Falls, shelters are needed for some mobile home parks and may not be for general public use.

Issue: Chippewa Falls currently has good siren coverage, but only the sirens recently funded by Xcel Energy along the Chippewa River have voice capability. The City is also working with Chippewa County to coordinate siren activation.

Strategy: Pursue the installation, relocation, or replacement of emergency sirens as funding opportunities allow. Chippewa Falls expressed interest in adding voice capability to their sirens. Potentially coordinate through a multi-jurisdictional or countywide project. Update the City weather warning siren policies for consistency with the County's policies for when sirens are activated.

Issue: With two rail lines and highways, hazardous materials are sometimes transported through residential areas. A new intermodal transfer point was proposed, which could impact truck routes and traffic.

Strategy: Work with County Highway Department, Wisconsin Department of Transportation, Chippewa Falls/Eau Claire Area MPO, and local businesses to discourage the transport of hazardous materials through residential areas when reasonable alternatives exist.

IV. UTILITIES & COMMUNITY FACILITIES

The mitigation plan included a variety of additional recommendations, such as:

- maintaining municipal emergency operation plans and Incident Command System training for staff and elected officials;
- considering development of a continuity of government plan for essential services;
- working with public housing, long-term care facilities, and other critical facilities in the preparation of their emergency plans; and,
- continuing to coordinate with Chippewa County Emergency Management on emergency communications, preparedness, and related training.

The mitigation plan also recommended that communities incorporate hazard mitigation and emergency preparedness activities into their comprehensive plans and other local planning efforts, while increasing public awareness of hazard risks. This sub-section of the City's comprehensive plan demonstrates Chippewa Falls' ongoing commitment towards a safe, disaster-resilient community.

Additional hazard information and mitigation strategies for Chippewa Falls and Chippewa County can be found in the *Chippewa County All Hazards Mitigation Plan 2012-2017* which is available for download at the West Central Wisconsin Regional Planning Commission's website (www.wcwrpc.org).

During the planning process, it was mentioned that the following community facilities would need to be enhanced, improved, or replaced in the near future.

- Community pool
- Signage/gateways to downtown
- Downtown WiFi
- Bike and pedestrian infrastructure
- Renewable energy production
- Library
- Flood warning systems, including sirens
- Intermodal transfer point

C. Goals, Objectives, and Strategies

Goal:

Chippewa Falls maintains needed community facilities and services in a safe and cost-effective manner that is consistent with the City's vision and that puts importance on limiting environmental impacts.

Objectives:

1. Downtown amenities help create an environment where residents and visitors can and want to do various things in one trip.
2. The City has a good working relationship with surrounding communities that helps reduce operating costs of community facilities.
3. An equitable funding source helps pay for city parks and library.
4. Community facilities and services are designed in a cost-effective and appropriate manner to protect the health, safety, and general welfare of community members, while at the same time analyzing local and global environmental impacts and costs.

IV. UTILITIES & COMMUNITY FACILITIES

5. Community facilities and public places are sited, designed, and maintained in a social-friendly, people-oriented manner which reflects and enhances the City's character, identity, and sense-of-place.

Strategies:

City

1. Locate signage throughout the City that shows directions to public facilities. [Short Range]
2. Update and improve the City website. [Ongoing]

City in Partnership

3. Install free WiFi access in downtown. [Immediate]
4. Create partnerships between City government, other government entities, private business, and civic organizations to develop and maintain city utilities and community facilities in good condition. [Ongoing]
5. Promote and educate the public on community facilities and their attributes. [Ongoing]
6. Find the most cost effective option to maintain the community pool, parks, and zoo in good conditions. [Ongoing]
7. Analyze the different options for a large-seating facility in the City. [Ongoing]
8. Explore renewable energy options for government facilities and for private consumption. [Short Range]
9. Increase the amount of bicycle parking downtown. [Immediate]
10. Continue to engage the public during the planning stages of new City projects. [Ongoing]
11. Implement the strategy recommendations pertinent to the City of Chippewa Falls identified within the Chippewa County All Hazards Mitigation Plan as resources allow. [Ongoing]

Non-City

None

ENERGY AND SUSTAINABILITY CONNECTIONS

Energy Use:

- Renewable energy options reduce building and transportation energy costs.
- District heating offers one of the most efficient heating options for a community and would allow a community to use more localized energy stock.

Infrastructure:

- The construction of multi-modal paths and bike lanes allow greater opportunities for recreational and functional non-motorized transportation.
- New industry advancements and intergovernmental cooperation in water/wastewater/stormwater technologies can lead to a reduction in energy, improving the condition of the natural environment, and reducing water consumption.

Location:

- Downtowns offer the best location for community facilities that are for the public (e.g., libraries, civic centers, transportation centers). Downtowns allow for better accessibility for a variety of modes of transportation.

Planning:

- Various State and Federal programs (e.g., Safe Routes to School, WI Energy Independent Communities, Eco-communities) help communities reduce energy costs and energy use.

V. AGRICULTURAL RESOURCES

For over a century, agriculture has been a significant land use and vital to local and regional economies. Currently, this agriculture ranges from small family farms to large corporations. Geography does not allow extremely large row-crop operations throughout all parts of the surrounding area, as often seen in the flatter portions of the Midwest. This geography plays a role in the wide range of types of agriculture in the surrounding area.

The premise behind the agricultural industry is to produce food for people to consume and, more recently, to produce energy feedstock. This concept is often lost during comprehensive planning processes where most plans promote the preservation of farmland in a general sense and do not indicate what is needed from the land to better a community or region. Policies that promote family farms and farms that produce food (e.g., produce, meat, and honey) and/or energy for the local/regional population improve the economic vitality of rural areas and small communities, improve the environmental condition of our natural resources, and reduce a region's impact on the environment.



Throughout the process, it was noted that the City supported farmland preservation and being able to find ways for urban agriculture opportunities. The focus for the City is to develop new areas in a way that limit impacts to agriculture, promote and support urban agriculture endeavors like community gardens, and promote local food in institutions like schools.

V. AGRICULTURAL RESOURCES

A. Conditions, Trends, and Issue Prioritization

Conditions & Trends

- Between 1987 and 2007, the County lost 57 percent of its dairy farms (1,105 > 481), 41 percent of its milk cows, and County milk production dropped 28 percent.
- The City's farmers' market is growing and experiencing more activity. A new location will be constructed soon.
- There is growing interest in urban agriculture and community gardens.
- When the City expands, in most cases new development is built on areas that were either farmland or forested.



Top 2 Issues

- Pesticide, herbicide, and fertilizer use negatively impact (e.g. phosphorus loading) surface and groundwater in Chippewa Falls and areas downstream of the City.
- There are opportunities for urban agriculture endeavors in the City.

Implications

- Farming and agri-business in the surrounding area will continue to be vital to the economy.
- A substantial amount of the loss of farmland is the result of land-use policies and economic decisions in the immediate area. These trends will continue if attitudes do not change. With denser development patterns, the City could help limit this loss of farmland.
- There is increased interest in the City and surrounding region for organic food, buying from local farmers, and renewable energy. Given the availability of suitable land in the surrounding region, the City and surrounding area has an opportunity to be a food and renewable energy feedstock supplier to the greater region.
- As the cost of food increases and people become more interested in eating from local growers, there will be an increase in the interest of urban agriculture.

V. AGRICULTURAL RESOURCES

B. Special Subsections

Agricultural-related programs and policies applicable to the Region are identified within the *Inventory of Plans, Programs, and Land Use Policies in West Central Wisconsin*.

C. Goals, Objectives, and Strategies

Goal:

Chippewa Falls contains development that preserves surrounding agricultural resources and encourages urban food producing endeavors.

Objectives:

1. New development on the outer limits of the City has a density similar to existing, older neighborhoods.
2. Locally produced food, including food grown in the City, is abundant throughout the community and is served throughout the City (schools, hospitals, etc.).
3. Community-focused and personal food growing opportunities are available throughout the City.

Strategies:

City

None

City in Partnership

1. Continue to promote the downtown farmers' market. [Ongoing]
2. Expand community garden opportunities throughout the City. [Immediate]

Non-City

3. Increase local food served in institutions by working with local farmers, school district, and other institutions. [Immediate]

ENERGY AND SUSTAINABILITY CONNECTIONS

Practices:

- Reducing fertilizer and pesticide improves groundwater and surface water quality, reduces intrusion into food, and reduces the creation of greenhouse gases.

Diversification:

- Farmers' markets and the promotion of regionally produced foods provide a venue for direct-market farmers.

Technology:

- Existing (e.g., methane digesters) and future technology can reduce environmental impacts and provide more opportunities for regional food production and consumption.
- Existing technology allows farmers to grow crops that can be used for bio-energy. These crops can be used on-site or sold for off-site purposes.

VI. NATURAL RESOURCES

Unlike the other elements, natural resources were widely present prior to settlers and even indigenous populations. Healthy natural resources are paramount for a sustainable society. Some natural resources in the City have experienced a reduction in quantity and quality. At the same time, the City has been proactive in limiting negative impacts to the natural environment and natural resources.

During the planning process, the community survey emphasized the desire by respondents for preserving groundwater and surface water. These issues had the highest “essential or important” score in the survey and consistently scored over 90 percent. Due to the vision statement and high scores in the survey results, these issues



should be addressed when any new policy and/or development is in question. In addition, there is wide-spread community support and pride for the numerous parks and open space in the community, specifically the 250+ acre Irvine Park.

Natural resources play a significant role in day-to-day life, tourism, and recreation. The most important natural resources are air and water. Without clean air and water, communities can struggle and are less environmentally and economically sustainable. Abundant clean water and air should be mainstay elements for the City.

Chippewa Falls has had a history of flooding. The city has experienced flooding well over a dozen times since 1838. Land uses in the City have changed over time in response; numerous buildings subject to flooding in the past have been removed and these areas are now parking lots or open space. A retaining wall/levee was recently installed on Duncan Creek which removed some property from the floodplain.

The primary flooding vulnerabilities are the commercial and multi-family structures located near the intersection of Highways 29 (River St.) and 124 (Bridge St.) in downtown Chippewa Falls. A second area of residential homes east of the US Highway 53 and Highway 29 intersection also lies within the 100-year floodplain. The City’s wastewater treatment plant may also be vulnerable to larger flood events, and it is protected by a flood wall which requires maintenance.

Natural resources often cross administrative boundaries. In addition, changes to a natural resource in one location can have a range of impacts in a different location, in most cases an adjacent location. Intergovernmental coordination is extremely important in dealing with natural resources (e.g., link trail corridors, ground water pollution). If a community uses a natural resource for its own purpose, without regard for neighboring communities’ needs, these natural resources are often depleted or reduced in quality for surrounding communities.

VI. NATURAL RESOURCES

A. Conditions, Trends, and Issue Prioritization

Conditions & Trends

- The Chippewa River and Lake Wissota are listed on the WI DNR's Impaired Waters list.
- When the City expands, in most cases new development is built on areas that were either farmland or forested.
- The City has permits to discharge from the municipal waste water treatment plant into the Chippewa River and a stormwater permit to discharge into the Chippewa River and Duncan Creek.
- Non-metallic mining is currently a topic of discussion in the City.
- The total water consumption in the City has decreased by 30 percent between 1990 and 2010.



Top 3 Issues

- Pesticide, herbicide, and fertilizer use negatively impact (e.g. phosphorus loading) surface/groundwater in and downstream of the City.
- Non-metallic mining resources need to be protected for future use, as land-use conflicts often arise from the development and operation of mines and quarries.
- New developments do not have adequate open space for residents.

Implications

- Due to the limited nature and sensitivity of the City's natural resources, these resources must be considered and addressed as part of planning and decision-making. Without consideration, these resources may be jeopardized.
- Water quality and quantity issues should be a top priority and be addressed through intergovernmental cooperation.
- The City needs to continue its efforts to reduce and limit run-off into surface waters and pollution of ground water in and around Chippewa Falls. Not continuing these efforts would jeopardize water in Chippewa Falls and water downstream of the City.
- Demand for non-metallic mineral resources around the City is high, resulting in land use conflicts.
- The City has numerous natural resources that are important to its quality-of-life and economy. It is important to protect and improve these natural resources.

VI. NATURAL RESOURCES

B. Special Subsections

Natural resources-related plans, programs, and policies applicable to the Region are identified within the *Inventory of Plans, Programs, and Land Use Policies in West Central Wisconsin*.

C. Goals, Objectives, and Strategies

Goal:

Chippewa Falls has clean water and air, parks, open spaces, and recreation facilities that enhance quality-of-life, promote economic development, and provide proper stewardship of the environment.

Objectives:

1. Water and air quality are above EPA standards (find higher ranking).
2. Throughout the City there is no negative impact on the Chippewa River and all other waterways in the community by meeting and exceeding state and federal standards.
3. Developed, maintained and enhanced adequately sized open spaces/recreational areas are located throughout the City.
4. Natural resources are harvested in ways that are sustainable and in harmony with other land uses in the City and surrounding area.

Strategies

City

1. Review standards for open space requirements in new developments. [Short Range]
2. Continue to make sure that wellhead protection in the City stays implemented. [Ongoing]
3. Preserve undeveloped riverfront for use as greenspace and possible multi-use paths. [Ongoing]
4. Research the possibilities for dedicating fees or an increased tax for recreation improvements. [Short Range]

City in Partnership

5. Create partnerships between City government, other government entities, civic organizations, businesses, and residents to limit the amount of pesticides and other chemicals that harm water quality. [Immediate]
6. Inventory, manage, and encourage community trees and urban forestry. [Short Range]

Non-City

None

ENERGY AND SUSTAINABILITY CONNECTIONS

Bio-energy feedstock:

- Many indigenous and natural vegetation in the region can be used as fuel for bio-energy.
- The region's forestland and other natural vegetation help offset the City's releasing of green house gases.

Water:

- The reduction in chemicals and other pollutants (rural and urban) that enter the City's water supply improves the water quality of the City and surrounding region.

VII. DOWNTOWN

Downtowns have historically been the heartbeat of communities. These are the locations where all modes of transportation meet, small and locally owned stores are located, public spaces allow for planned and unplanned social interaction, and public buildings and services are located. However, over the past few decades, many downtowns have experienced a decline in their vibrancy and have lost significant amounts of social and economic activity to newer commercial areas. This has caused the deterioration of many downtowns.

The Chippewa Falls' downtown is home to most of the major governmental offices, financial institutions, and professional offices that can be found in the City. All these facilities are important in terms of retaining employment downtown and ensuring that the downtown continues to function as the center of the community. Cultural institutions like churches and tourism destinations are also important to keep the downtown a vibrant area throughout the week.

There are many strong relationships and tools available to help provide incentives for downtown redevelopment and reinvestment. These include the Chippewa Falls Main Street Program, a Tax Incremental Financing District, Community Development Block Grants, and the Chippewa County Housing Authority.



The Chippewa Falls downtown has also experienced threats from new developments inside and outside of the City limits. At the same time, the City has always kept its focus on the importance of a prosperous, vibrant, and unique downtown. With the numerous projects that are planned and that are ongoing in the downtown, Chippewa Falls' downtown looks to continue its prominence in the community.

VII. DOWNTOWN

A. Conditions, Trends, and Issue Prioritization

Conditions & Trends

- Downtown Chippewa Falls has numerous old structures that help give the downtown a sense-of-place.
- Several festivals and the farmers' market are located in downtown Chippewa Falls.
- Several new public projects are ongoing or will be implemented over the next two years.
- There is a trend of more people wanting to live downtown or closer to downtown.



Top 3 Issues

- There needs to be a balance between new development outside of downtown and still promoting downtown.
- Land use patterns should develop or support the character of the City and a sense-of-place.
- Some areas along highways 29 and 53 are perceived by some to not be attractive and do not promote the City.

Implications

- A unique and vibrant downtown builds community character, promotes/allows social interaction, and creates a sense-of-place.
- The preservation of historic buildings and places has historically been popular and is a tourist draw for the City. Many of these buildings are located downtown.
- Undeveloped areas are often the easiest and/or most desired areas to develop for new businesses. In most cases, new development in these areas negatively impact downtown businesses.
- Many downtown businesses are small and locally owned. Promoting downtown, promotes small, locally owned business.

VII. DOWNTOWN

B. Special Subsections

Downtown-related programs within the Region are identified within the county conditions and trends reports and *Inventory of Plans, Programs, and Land Use Policies in West Central Wisconsin*.

C. Goals, Objectives, and Strategies

Goal:

Chippewa Falls has a downtown that is an active, mixed-use center promoting retail and service businesses, restaurants and entertainment establishments, professional and corporate offices, housing opportunities, civic and government uses, and arts and culture as the center of the community.

Objectives:

1. There is a feeling of vibrancy downtown and in other neighborhoods throughout the City.
2. Downtown is a thriving and distinct regional commercial hub.
3. Downtown has a wide variety of multi-generational, multi-family housing options.
4. Downtown is easily accessible and a thriving home to a wide variety of different businesses and housing types.
5. Downtown is easily accessible and navigable for all modes of transportation.
6. Downtown amenities help create an environment where residents and visitors can and want to do various things in one trip.
7. Downtown is a safe and friendly environment.
8. The riverfront area is utilized and promoted as an everyday recreational opportunity.

Strategies:

City

1. Examine expanding the TIF #4 revolving loan fund to all of downtown. [Ongoing]
2. Locate downtown entry signs from all directions. [Short Range]
3. Continue to study the options between two-way and one-way streets in downtown. [Ongoing]
4. Develop a transportation connection from Chippewa Crossing to downtown. [Medium Range]

City in Partnership

5. Promote the preservation of historic buildings. [Ongoing]
6. Continue (flower baskets and flags) and incorporate more (art and sculptures) downtown amenities. [Ongoing]
7. Develop more public spaces downtown that promote social interaction. [Short Range]
8. Promote a diverse retail environment downtown. [Ongoing]
9. Continue promoting the Main Street program. [Ongoing]
10. Increase the diversity of housing in the city center to include more smaller-sized and multi-family homes and housing opportunities for the elderly. [Ongoing]
11. Provide funding options for downtown housing rehab and development. [Ongoing]
12. Continue to find a balance between new quality development on the outlying area of the City and a healthy and vibrant downtown. [Ongoing]

ENERGY AND SUSTAINABILITY CONNECTIONS

Design:

- Land-use designs and patterns which foster an identity and sense-of-place often are relatively compact and are centered around downtowns. These patterns reduce energy use and make a community more sustainable.
- Compact land-use patterns that have a variety of land uses are often found in downtowns. This type of development promotes walkability and cycling.

Activities:

- A vibrant cultural environment in downtowns allows people to take part in activities without having to travel outside of their community, which reduces energy costs.

VII. DOWNTOWN

13. Create a more bike and pedestrian friendly downtown. [Ongoing]
14. Develop downtown design standards. [Short Range]
15. Continue to implement the policies in the City Downtown Riverfront Plan. [Ongoing]
16. Improve accesses and signage to downtown. [Immediate]
17. Evaluate the existing supply of downtown parking and determine if there is adequate parking throughout downtown. [Short Range]
18. Complete a Safe Routes To Downtown Plan to increase pedestrian and bike accessibility. [Short Range]
19. Install free WiFi access in downtown. [Immediate]
20. Increase the amount of bicycle parking downtown. [Immediate]
21. Enhance the visibility of businesses on the side streets off of Bridge Street. [Ongoing]
22. Incorporate art and culture programs downtown. [Ongoing]
23. Create and promote a safe and healthy walking route through downtown. [Immediate]

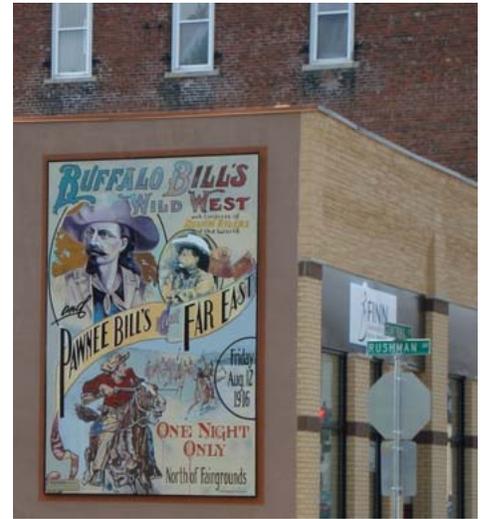
Non-City

24. Encourage cross-selling of downtown businesses. [Ongoing]

VIII. CULTURAL RESOURCES

In many plans, cultural resources are combined in the same element with agricultural and natural resources, relegating the topic to a lesser priority. In addition, the discussion of cultural resources is typically given less significance, since it is perceived as not being as concrete as elements like housing and transportation. To ensure that it has equal representation, the Cultural Resources Element is an individual chapter in this plan. This element is important in that it nurtures a sense-of-place, provides an important context for planning, and fosters civic pride, all of which are vital to creating a vibrant and prosperous community.

Different cultural resources are located throughout the City. They include museums, festivals, theatres, and historical buildings. It is common that larger communities have more cultural resources and smaller communities have fewer, based on population and the financial resources of the specific community. Chippewa Falls, even though it is not a large community, has a significant amount of cultural resources. Specifically, Chippewa Falls is known for its downtown architecture, murals, sense-of-place, being the home of Leinenkugels Brewery, and several festivals.



Most areas that lack a sense-of-place are traditionally suburban areas that have large contiguous tracts of one specific land-use. Frequently, these areas are dominated by larger than average residential lots or commercial areas with large parking areas where cars become more important than people. Unlike areas that have a sense-of-place, these areas are often dominated by a monotonous landscape of one similar looking land-use. In addition, most of these areas do not offer



accessible connections from residential to commercial areas and lack infrastructure that encourages walking, biking, and social interaction. Private automobiles dominate transportation choices, social interaction often is difficult, and cultural experiences are severely limited. Some newer development in the City does have this feel. This development can be mitigated to increase a feeling of sense-of-place. At the same time, all new development should be looked at as ways to increase the cultural identity and sense-of-place of Chippewa Falls.

For the purpose of this plan, the varying cultures in the City are also considered a cultural resource. Even though the overall population of the City is still overwhelmingly White, different White ethnic groups settled in the area (e.g., German, Norwegian, Amish). These groups, along with American Indians, Asians, Hispanics, and Blacks are prevalent in the City and surrounding area. A major, broad goal in creating a healthy, working community is eliminating social exclusion. This exclusion often happens with lower economic groups and can be intensified if these groups are minority and/or are immigrant groups that do not speak English and/or are unfamiliar with societal functions. It is anticipated that the City will experience an increase in this type of population group. The City will focus on not only protecting against the exclusion of population groups, but will encourage inclusion of all population groups into society.

VIII. CULTURAL RESOURCES

A. Conditions, Trends, and Issue Prioritization

Conditions & Trends

- Downtown Chippewa Falls has numerous old structures that help give the downtown a sense-of-place.
- There are eight locations on the National Register of Historic Places and 1,110 places and objects on the Wisconsin Architecture and History Inventory.
- Many smaller and/or rural communities have struggled to keep their cultural events strong and vibrant. Chippewa Falls is in this category. However, even though there are issues in keeping these events strong, many (e.g. Oktoberfest) are still staples of the community.
- A sense of culture is experienced in established urban areas and rural areas. However, newly developed suburban areas are often lacking a feeling of culture and place.



Top 3 Issues

- A greater feeling of vibrancy, which often is needed to attract higher-income wage earners, high-technology businesses, and entrepreneurs who are often mobile, is needed to better compete with other communities.
- There is a large interest in preserving/promoting historic structures, but it is often difficult to rehabilitate these buildings.
- Some residents do not think of downtown as a location for cultural resources.



Implications

- The preservation of historic buildings and places has historically been popular and a tourist draw for the City. Non-profits often work to fill such gaps, but, like local governments, most also have limited financial resources.
- Even though the City is still very homogeneous, different populations are growing and emerging. This diversifies the cultural resources of the City, which can increase economic development opportunities and attract new residents.
- The City has several cultural events. An emphasis on continuing their financial solvency is important for them to continue.
- New development which lacks a sense-of-place or community identity contributes to resident apathy and detachment, instead of encouraging belonging and involvement.

VII. CULTURAL RESOURCES

B. Special Subsections

Cultural resources-related programs within the Region are identified within the county conditions and trends reports and *Inventory of Plans, Programs, and Land Use Policies in West Central Wisconsin*.

C. Goals, Objectives, and Strategies

Goal:

Chippewa Falls is home to numerous, unique cultural resources that are a vital part of the vibrancy, allure, and attractiveness of the City and surrounding area.

Objectives:

1. The City is considered a destination for abundant cultural resources by residents and tourists.
2. There is a feeling of vibrancy downtown and in other neighborhoods throughout the City.
3. Historic structures are promoted and the preservation process of them is well defined.
4. The community is known for its many cultural events and openness to cultural diversity.

Strategies:

City

None

City in Partnership

1. Create a plan to help integrate new ethnic and race populations into the community. [Short Range]
2. Promote the preservation of historic buildings. [Ongoing]
3. Become a top 100 place to live by 2030. [Medium Range]
4. Continue (flower baskets and flags) and incorporate more (art and sculptures) downtown amenities. [Ongoing]
5. Continue to help support the Northern Wisconsin State Fair property and activities. [Ongoing]
6. Develop more public spaces downtown that promote social interaction. [Short Range]

Non-City

None

ENERGY AND SUSTAINABILITY CONNECTIONS

Design:

- Land-use designs and patterns which foster an identity and sense-of-place often are relatively compact and are centered around downtowns. These patterns reduce energy use and make a community more sustainable.

Activities:

- A vibrant cultural environment allows people to take part in activities without having to travel outside of their community, which reduces energy costs.
- Locating cultural events downtown increases accessibility and reduces energy use.

IX. ECONOMIC DEVELOPMENT

Economic development is about working together to maintain a strong and sustainable economy that provides a good standard of living for individuals and a reliable tax base for communities and a region. Through planning, a city can anticipate economic change and guide development to the best of its abilities to achieve the economic vision and objectives for the City. A City's economic development plan should reflect the values of the community and must be carefully linked to the goals, objectives, and strategies of the other Plan elements.

More than most other comprehensive plan elements, the local economy and economic development are influenced by regional, state, national, and global factors. The economy is a complex system, always in flux, often occurring in cycles or periods of growth, prosperity, and expansion followed by periods of decline, contraction, or recession. There is no reliable methodology of predicting such cycles. Predicting the short-term and long-term economic future of any community is difficult.

To promote economic opportunities for all citizens, the overall goal of any community is to have economic cohesion in all areas inside its borders, while at the same time, support neighboring economies that can have symbiotic relationships.



When looking at the City's economy, it has been determined that three things are paramount. First, innovation, knowledge, and partnerships are critical keys to the growth of existing businesses and the creation of jobs and wealth. Second, the redistribution of local money in the local economy can only improve the economic condition of the City. Therefore, producing and consuming locally produced goods and services are important. Third, in the ever expanding global economy, the City needs to give significant focus to what it can do well. In a global economy where many communities

and regions are focusing on specific industries, to be successful, one needs to give special attention to what the City can do best.



Chippewa Falls and the surrounding area must find its place in the global economy. The Plan needs to focus on creating jobs that will only strengthen the desired future social conditions of the City.

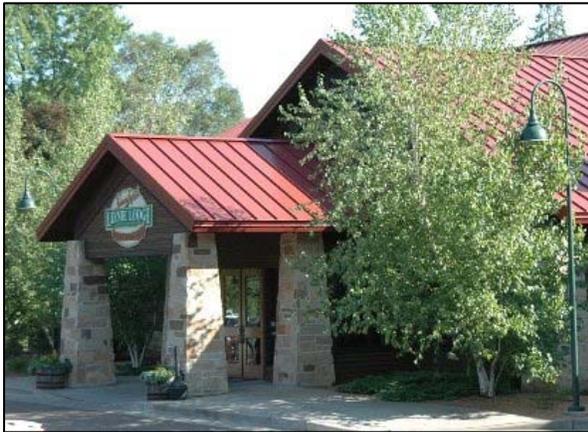
These jobs need to pay a livable wage and exist throughout the City and surrounding area. Without these jobs, social and economic disparity will increase and Chippewa Falls will struggle for a sustainable economy and society.

IX. ECONOMIC DEVELOPMENT

A. Conditions, Trends, and Issue Prioritization

Conditions & Trends

- Annual wages and income levels for the City remain below the State level.
- Downtown is experiencing new development that will provide more residential and commercial options for people.
- Employment in health care is expected to grow at the quickest pace over the next 10 years, while manufacturing employment is expected to have little or no growth.
- Traveler expenditures increased from \$72.8 million to \$96.4 million (4.6 percent in constant 2010 dollars) between 2000 and 2010 in the County.



Top 3 Issues

- Economic development activity/marketing in the City is important and should be appropriately funded.
- With more development happening in the City and surrounding area, a more effective program to promote “all things” downtown needs to exist.
- With an aging population and difficulty of attracting workers to the community, there is a relatively good chance of potential future workforce shortages, which will make it difficult to attract and retain businesses. (tied with three others).

Implications

- The City continues to still have a significant manufacturing economy. However, the City’s economy has slowly shifted toward the provision of services, retail, education, and health care. This change could impact the per capita income, infrastructure demands, and economic stability. At the same time, a more diversified economy of living-wage employment opportunities allows for an economy that is less susceptible to fluctuations in the economy.
- The City’s aging population will require goods and services, potentially opening the door to new economic opportunities.
- The City is linked economically to the City of Eau Claire, which is a larger economic hub. This can be viewed as a positive or negative. Regardless, to be located in a strong region, both communities need to work together to create the strongest possible region.
- The City currently competes with other communities, not only in the State but around the world. Without some form of identity and economic development strategy, the City may have difficulties in drawing new businesses and enlarging current industries and businesses.

IX. ECONOMIC DEVELOPMENT

B. Special Subsections

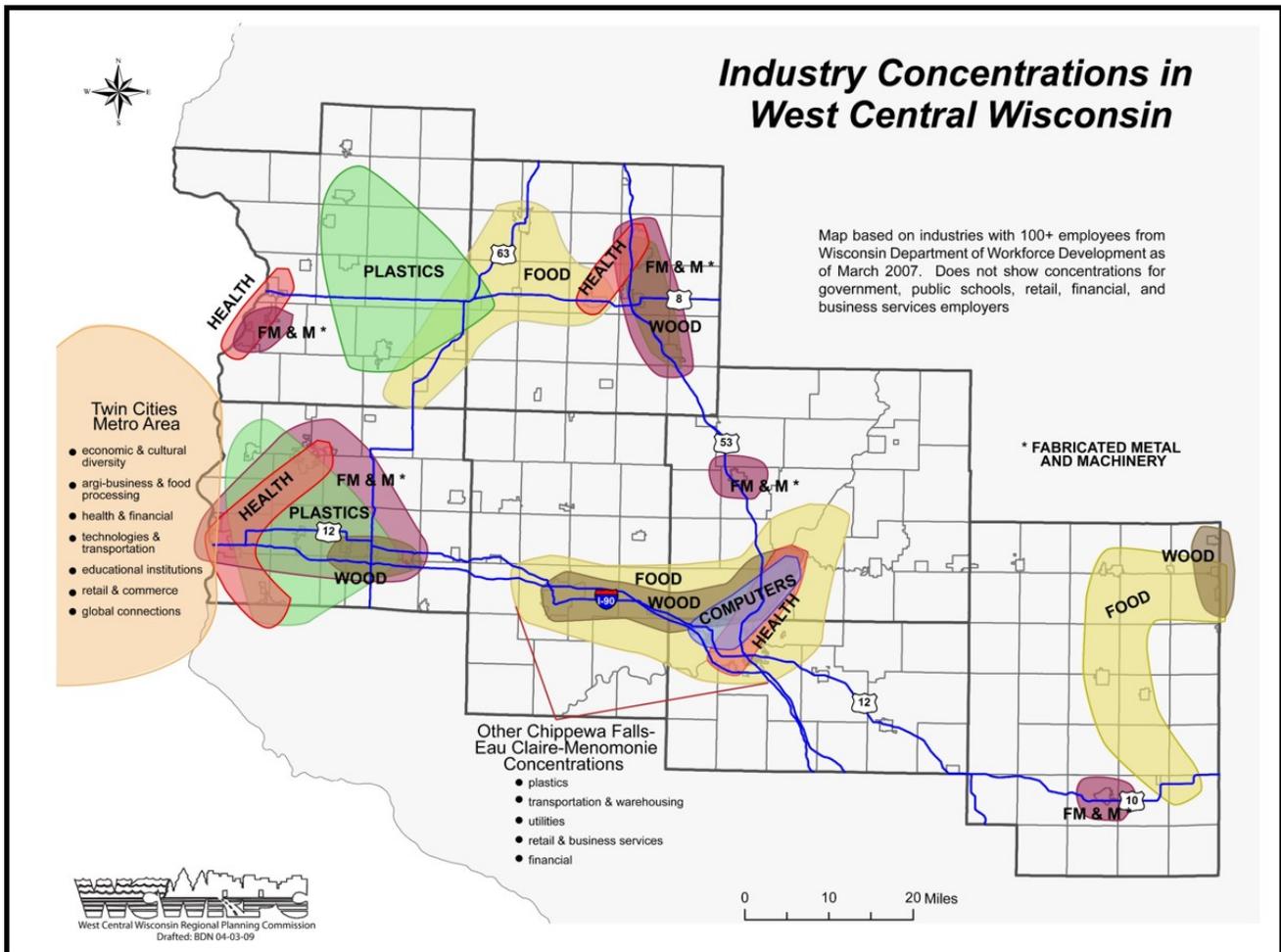
B.1. Local Economic Development Plans and Programs

The City has several development programs identified in the *Inventory of Plans, Programs, and Land Use Policies in West Central Wisconsin*.

B.2. New Businesses or Industry Desired

It is envisioned that the City will continue to promote industries that are currently prosperous. At the same time, the City realizes that a diversified economy is vital to a high standard of living. At this time, several industries are prosperous in the City. Throughout the planning process traditional manufacturing and newer high-tech industries were highlighted as industries where focus would be given to encourage growth and new businesses.

During the regional comprehensive planning process, the below map was created to show where industry concentrations were located in the west central Wisconsin seven-county region. This demonstrates where significant activity is taking place in certain industries. In addition, it shows what industry might succeed in Chippewa Falls if it is not currently present in the City.



IX. ECONOMIC DEVELOPMENT

During the planning process, the following additional guidance was given on desired businesses and industry for Chippewa Falls:

- There is a desire to help existing companies expand and have companies feel that being in Chippewa Falls is an asset.
- There is a desire to increase the attraction of Chippewa Falls as a tourist destination. This is not only for people coming far distances but also for people coming from neighboring communities.
- Assisting with the start-up of new business ventures, and the growth of existing companies. This is in line with the economic gardening concept. While the community will continue to market itself as an attractive destination for businesses to relocate to, more emphasis will be placed on looking internally for job growth and investment.
- As the regional economy is shifting away from manufacturing, the development of innovative products and processes is essential. These products and processes are often high tech and some have links to alternative energy sources.
- There is a desire that more production and consumption of local/regional food and energy can create a more sustainable regional economy and be a catalyst for preserving and enhancing the City's economy.

B.3. Strengths and Weaknesses

The City has a variety of strengths:

- Located in close proximity to the Twin Cities, the City offers advantages by providing access to valuable business resources.
- The City has a strong road transportation network with Interstate 94 being in close proximity and State Highway 29 and State Highway 53 traveling through Chippewa Falls.
- The City's economy does not rely on one specific resource or industry sector.
- Proximity to the number of colleges and universities. Four-year universities, two-year colleges, and technical colleges are all located within one hour of Chippewa Falls.
- The City and County have a strong economic development network and financial programs to help businesses grow and create jobs.
- The City is located adjacent to the City of Eau Claire, which provides some amenities that are not located in Chippewa Falls. These amenities are easily accessible for business and individuals.

On the other hand, the City has a number of weaknesses.

- Large metropolitan areas like the Twin Cities, Madison, and Milwaukee have quality of life attributes that are desired by younger professionals. Many of these attributes are not located in Chippewa Falls. The City is competing against these metropolitan areas to attract businesses, highly educated and skilled employees, and the post-high school population.
- Even though proximity to Eau Claire can be a strength, sometimes it can be a weakness, as some businesses and individuals will move and/or start businesses in Eau Claire.

IX. ECONOMIC DEVELOPMENT

B.4. Opportunities for Brownfield Redevelopment

At this time, there is no known sites in Chippewa Falls that are currently underutilized and/or vacant that have contamination issues (e.g., underground storage tanks, areas where dumping has occurred).

B.5. Designation of Sites

The intent of this document is to be advisory. Applicable policies in the Land Use Section state that economic activity should occur in areas that are accessible. In addition, all development should be located, designed, and developed to benefit the overall tax base.

Proposed economic development projects and sites should be evaluated on a case-by-case basis. Foremost, the proposed projects should be consistent with the City's vision. The question, "Is it compatible with the surrounding area and does it pose a threat to adjacent uses, and most importantly the surface water and groundwater of the community?" should be asked. Also, a proposed project should examine the impacts on local roads and services. Further, the scale and scope of a project should be examined to ensure it fits with the character and nature of the City.

C. Goals, Objectives, and Strategies

Goal:

Chippewa Falls has a thriving diverse and sustainable economic base that provides livable wages to a high-quality workforce and retains existing businesses and attracts new business investment.

Objectives:

1. Economic development activity is appropriately funded and marketed and is a catalyst for a dynamic local economy.
2. Downtown is a thriving and distinct regional commercial hub.
3. There are numerous programs to help new businesses to locate in the City and current businesses to expand.
4. The City has a diverse economy that does not rely on one major employer or industry.
5. An entrepreneurial spirit and attitude exists in the City, and new endeavors are looked upon as successful paths to a vibrant and sustainable economy.
6. Locally owned businesses are promoted and play a significant part in the local economy.
7. There is adequate hotel rooms/camping sites to encourage extended stays.
8. Wages in the city allow individuals and families to meet basic needs.

Strategies

City

1. Examine expanding the TIF #4 revolving loan fund to all of downtown. [Ongoing]

ENERGY AND SUSTAINABILITY CONNECTIONS

Location:

- Establishing commercial and industrial locations that are easily accessible for multiple transportation options reduces the dependence of private vehicles.
- Brownfield and other infill areas provide development opportunities that are often located in close proximity to established and more dense residential areas.

Industries:

- An economy that has industry that produces less carbon and greenhouse gases is on the horizon. Any economy that embraces the various nuances of this economy early in the process will be more competitive and successful.
- The industrial history, location, and educational resources of the City give it opportunities that do not exist for numerous other communities to be successful in any new green economy.

IX. ECONOMIC DEVELOPMENT

City in Partnership

2. Create a simple and easy to understand process for entrepreneurs to start a business. [Short Range]
3. Adequately staff and fund economic development and marketing for the City. [Short Range]
4. Diversify financing options for new businesses and development in the City. [Short Range]
5. Recruit jobs in manufacturing sector that are projected to grow. [Short Range]
6. Promote a diverse retail environment downtown. [Ongoing]
7. Create a plan that addresses possible options for Northern Center. [Short Range]
8. Continue promoting the Main Street program. [Ongoing]
9. Attract highly-skilled workers who want to do business in a highly livable community by promoting the positive attributes the community and surrounding area. [Ongoing]
10. Promote the City as a tourist and shopping destination. [Ongoing]
11. Support and enhance a program that promotes supporting local businesses. [Ongoing]
12. Create a culture of creativity and uniqueness. [Ongoing]
13. Develop a strategy to entice young professionals to move to the City. [Short Range]
14. Develop an effective program to promote “all things” downtown. [Ongoing]
15. House a competitive business climate that has balance between taxes and quality of life. [Ongoing]
16. Work with adjacent communities to preserve rail access for industrial uses. [Short Range]
17. Support shovel-ready industrial parks. [Ongoing]
18. Develop a green technology/industrial park that is home to renewable energy options for businesses. [Short Range]
19. Define a livable wage standard/definition for individuals and families in Chippewa Falls. [Immediate]

Non-City

20. Enhance a working relationship between local business/industry, school district, and continuing education to help create an environment in the schools where students are adequately learning for current and future job opportunities. [Immediate]
21. Provide tours of businesses and distribute information to students and parents about employment opportunities in the community. [Short Range]
22. Support and enhance a higher education system in the City that focuses on existing and future economies. [Ongoing]
23. Develop and support programs that improve workforce training. [Short Range]

X. LAND USE



The use of land is a critical factor in guiding the future growth of any community, whether it is rural, urban, or suburban. Good land-use planning analyzes current conditions and trends, and provides a way in which both the public and private sectors can make informed decisions. Individual decisions and actions are coordinated so that the resulting development is complementary.

For local governments, land-use planning provides an opportunity to avoid conflicts, conserve valued resources, coordinate services efficiently, and protect the health, safety, and general welfare of the community. For the private sector, land-use planning provides a formal direction, so that investment decisions can be confidently made. For the general public, land-use planning can be used to maintain those community features that residents like and value the most, while helping to protect property values.



X. LAND USE

A. Conditions, Trends, and Issue Prioritization

Conditions & Trends

- New development in the City has been mostly occurring in the outer periphery.
- The number of assessed residential, commercial, and industrial acres has increased over 50 percent during the past 25 years.
- With so many communities in the Chippewa Falls/Eau Claire Metropolitan Area, it is often difficult to have good intergovernmental cooperation between different government entities.
- There have been signs that there is a trend for people to move into smaller sized housing options and be closer to downtown.



Top 3 Issues

- There needs to be a balance between new development outside of downtown and still promoting downtown.
- Land use patterns should develop or support the character of the City and a sense-of-place.
- Some areas along highways 29 and 53 are perceived by some to not be attractive and do not promote the City.

Implications

- The trends, goals, and policies for the other elements (e.g., transportation, housing, economic development, sustainability) all influence the land use patterns of our region.
- It is projected that the combined population of Chippewa County and Eau Claire County will increase by 38,245 persons by 2035. If the trends from the past 20 years are used, the assessed residential, commercial, and industrial acreage would significantly increase in the two counties. Regardless of where this growth occurs, it will impact the City. However, different development patterns will impact the City in different ways.
- An effort has been made to have good working relationships with surrounding jurisdictions. Strong relationships are vital to a well-balanced, competitive, and vibrant Chippewa Falls and surrounding region.

X. LAND USE

B. Special Subsections

B.1. Existing Land Uses and Land Use Trends

Land use data and trends for the City are discussed in the Introduction. This includes a discussion of land supply, demand, and prices in the area. The *Chippewa County Conditions and Trends Report* includes school district maps and discusses emergency services. The Agricultural and Natural Resources sections and maps in the report identifies and discusses the area's prime farmlands, floodplains, environmentally sensitive areas, and engineering constraints. To get a historical perspective of land use trends, the Wisconsin Department of Revenue data needs to be used. However, this data is not overly accurate, especially with the residential data, as acreage is not reported for all parcels. For example, Chippewa County Land Records Department has very similar 2011 data for commercial and industrial. However, the total residential acreage is 1,843 acres. Recent land-use trends by acreage are summarized in the table below:

	1987 acreage	1997 acreage	2011 acreage	2011 parcels	1987-2011 Percent Change acres	1997-2011 Percent Change acres	Density (2011 avg. parcel size)
Agricultural	n/a	45	72	7	n/a	60.0%	10.3 acres
Residential	600	633	443	4470	-26.2%	-30.0%	.10 acre
Commercial	133	218	971	563	730.1%	445.4%	1.7 acres
Industrial	244	328	391	57	60.2%	19.2%	6.9 acres

Source: Wisconsin Department of Revenue. 1987, 1997, and 2011 Statements of Assessments. Often, data for cities and villages are not fully reported.

The above chart clearly shows the consistent increase in commercial and industrial property in the City. The residential acreage is underreported due to the statewide reporting system and requirements. For a more accurate report on current residential levels, please see the figure in Section D. Land Use Projections.

B.2. Opportunities for Redevelopment

As a city with several neighborhoods, there are numerous sites in the City that have opportunities for redevelopment. The highest ranking issue was the need to balance new development outside of downtown while still promoting downtown. Following Plan policy, it is highly recommended that the City first develop in areas where redevelopment can occur. These sites are serviced by public water and public sewer. In addition, these sites are often accessible via walking and biking and located in or near the downtown core. There are limited opportunities for redevelopment in the outlying areas and in areas that are currently unincorporated. The City expects non-metallic mining sites to be reclaimed to a more natural setting or, in some cases, be made available for new land-uses and recreational development once mining activities cease.

B.3. Land Use Conflicts

Early in the planning process, issues facing the City were identified, discussed, and prioritized. One of the highest ranking issues was that land use patterns should develop or support the character of the City and create a sense-of-place. In addition, the areas along State Highway 29 and 53 are not thought of as visually promoting the City. Large-scale commercial and industrial uses are seen as

X. LAND USE

potential conflicts with the existing uses in residential areas. It is imperative that the City plan for large-scale commercial and industrial uses, and residential developments to avoid such conflicts.

C. Goals, Objectives, and Strategies

Goal:

Chippewa Falls has growth and development that maintains a high quality-of-life aspect, preserves the natural resources and environment, and reflects the community values that the residents currently enjoy.

Objectives:

1. Land use maximizes economies of services and infrastructure; reduces negative impacts on the environment, economic activity, and society; promotes community identity; and employs incentives to achieve desired land use patterns.
2. Pedestrian-oriented mixed uses, traditional neighborhood design, and infill development are prominent in the City.
3. The City has a unique sense-of-place.
4. Downtown is easily accessible and a thriving home to a wide variety of different businesses and housing types.

Strategies:

City

1. Re-evaluate Stateland Property for development. [Ongoing]
2. Review and update existing sign requirements and complete sign inventory. [Short Range]
3. Locate downtown entry signs from all directions. [Short Range]
4. Review and update existing ordinances to promote outdoor eating opportunities. [Short Range]

City in Partnership

5. Analyze the benefits/costs to develop a new green high-tech industrial park. [Short Range]
6. Study the needs to be a vibrant community where creative class industries and individuals want to locate. [Ongoing]
7. Continue to find a balance between development on the outlying area of the City and a healthy and vibrant downtown. [Ongoing]
8. Eliminate signage of businesses that are no longer in the City. [Short Range]
9. Create a more bike and pedestrian friendly downtown. [Ongoing]
10. Provide seminars that educate the community on good development/design plans. [Short Range]
11. Promote mixed-use development and walkable neighborhoods. [Ongoing]
12. Develop downtown design standards. [Short Range]
13. Continue to implement the policies in the City Downtown Riverfront Plan. [Ongoing]

ENERGY AND SUSTAINABILITY CONNECTIONS

Development Patterns:

- Designing urban and suburban development in a way that does not solely require automobile dependency and that allows for accessible mass transit and non-motorized modes of transportation are paramount to a more sustainable community and environment.
- Higher density development can be designed in a way that improves the aesthetics and quality-of-life of a neighborhood and community.

Site Locations:

- Sharing facilities (e.g. parking lots) that often go under-used and/or complement each other increases density and reduces impervious surfaces.
- Specific developments can be designed in a way that reduces and even eliminates their ecological impact. All-too-common is a design that impacts both water and air and uses significant amounts of energy. Sustainable design techniques bring more attention to the development and add to their economic viability.

Community Interaction:

- Surrounding communities often have similar development needs. When communities work together, the more efficient and environmentally conscious result can be implemented.

X. LAND USE

Non-City

None

D. Land Use Projections

In accordance with State planning law, comprehensive plans must include 20-year land use projections in five-year increments. As such, this plan has a year 2035 planning horizon. The land-use projections for the City are based upon population projections from the Wisconsin Department of Administration. The baseline land-use data is from the Chippewa County Land Records Department.

Plan Implementation Projection

These projections are consistent with the policy recommendations within the comprehensive plan. In addition, they are consistent with developable land in the City. There is very little annexable land surrounding the City of Chippewa Falls, and the City has no plans at this time to annex land.

This scenario uses the average assessed lot size for each land-use category to determine what the average lot size will be for new development in the next 20 years. This is under the premise that development over the next 20 years will resemble what the City looks like now and not just the development over the past two decades, or some other timeframe. Therefore, this scenario would include development that is denser and more compact, more similar to development patterns prior to the 1950's.

In addition, the projections use average household size. For Chippewa Falls, the 2010 average household size was 2.18 persons per household. This number is a very low average, so this scenario keeps this average. (In many other communities a decreasing average household size is used.) The estimated populations were divided by the 2.18 estimated household sizes to get the projected number of parcels and acres, based on the current average lot size, resulting in residential acres consumed for each five-year increment.

CHIPPEWA FALLS LAND USE PROJECTIONS 2011-2035

	2011 acreage	2015 acreage	2020 acreage	2025 acreage	2030 acreage	2035 acreage
Residential	1,843	1,970	2,051	2,121	2,173	2,216
Commercial	1,093	1,168	1,216	1,258	1,289	1,314
Industrial	299	320	333	344	353	360
Projected/Estimated Population	13,688	14,573 (+885)	15,136 (+563)	15,624 (+488)	15,989 (+365)	16,289 (+300)

Sources: Chippewa County Land Records Department, 2011 tax database & West Central Wisconsin Regional Planning Commission

Given the numerous variables that impact growth, it is extremely difficult to determine land-use projections at any scale. As such, these projections should be used with a full understanding of their limitations and parameters. Again many variables can impact growth.

X. LAND USE

Residential Use Projections

Chippewa Falls has never experienced an extremely significant increase in development over a ten year period. During the past few decades, the City has steadily increased in population and size. The global economic downturn impacted the City, but at the same time, the City was not impacted as much as other areas, due to its size and location.

According to the Wisconsin Department of Administration (WDOA), projected population growth during the next 20 years is expected to be similar to the past twenty years. These numbers, at least for 2015, perhaps are a little high, as the population did not grow as fast as it was projected between 2000 and 2010. In the past two decades, much of the newer residential development has occurred in areas where the average lot size is larger than in older neighborhoods. It is anticipated, and Plan policies recommend, that newer development should occur in a denser fashion and that downtown and the surrounding area of downtown will be home to new higher density development.

Commercial Use Projections

Currently, there are approximately 1,093 commercial acres. Since the 1980s, the number of assessed commercial acres in the City has increased significantly. In addition, over this period of time the average parcel size has significantly increased as well. This is a result of most of the traditional commercial parcels being located downtown and on small parcels and the vast majority of the more recent commercial development being larger lot commercial uses.

There are numerous factors that will play a role in the type of future commercial growth. However the location of the commercial growth and how much commercial growth will occur is more certain. One major factor of what kind of commercial growth is the City's proximity to the City of Eau Claire and how Eau Claire will develop and how much the population will grow. In addition, the visions and land use plans for the Village of Lake Hallie and surrounding towns will impact what type of commercial development is needed and what commercial development will be built to serve the growing regional population.

Industrial Use Projections

Currently, there are approximately 299 industrial acres. There has been an increase in industrial acres in the City, although not as dramatically as commercial. The City has tracts of land that are planned for industrial use, so it is anticipated that there will be an increase in industrial property. These locations are the only anticipated locations for industrial development over the next 20 years. The major location is the 190 acre State of Wisconsin property. 170 acres of this property are planned to be used as industrial. Policy recommendations focus on reinvestment in urban infill areas and not expanding industrial development in future annexed areas.

Agricultural Use Projections

A loss of agricultural land is expected to continue throughout the surrounding area, as development will surely occur. At the same time, Plan policies will help reduce the amount of agricultural land that is lost, due to more compact development and reinvesting in the urban areas. Plan policies promote urban agricultural opportunities.

X. LAND USE

F. Land Use 2035 Map

First, it is important to note that this map should not be considered a zoning map. The City Future Land Use Map is intended to be a general guide for development and a basis for applying the goals, objectives, and strategies in the Plan. Urban and suburban development will occur in and around the City. The planning areas describe the predominant uses found there, while it is recognized that there is variation intended within them. Hence, future development should follow the guidance and performance standards and very general location provided in this Plan. This guidance includes strategies that preserve clean and abundant natural resources, provide more sustainable land-use patterns, and promote the conservation of surrounding agriculture, open space, and productive forests,

The map should be used for general planning purposes only. For development management purposes, each specific site, property, or proposed subdivision should be analyzed on a case-by-case basis to determine the actual location and extent of public rights-of-way, surface waters, wetlands, shorelands, floodplains, steep slopes, and other significant features. Below is a description of what is included in the map.

Rural Preservation

Areas that are currently in agriculture production and there is no immediate plan or intent to have these parcels developed.

Rural Residential

Residential areas that are low density and often on the edge of the City.

Residential

Residential areas that are single-family and multi-family. This designation is more dense than rural residential and allows more transportation options.

Commercial/Office

Areas that are to be used as commercial and office. These uses can range from the extremely small lots in downtown or residential neighborhoods to large lots on the edge of the City.

Institutional

Areas that are home to government/educational uses.

Parks, Open Space, and Recreation

Areas that are home to parks, open space, and recreation. These areas are located throughout the City and range from very small to very large.

Industrial

Areas that are to be used as industrial uses.

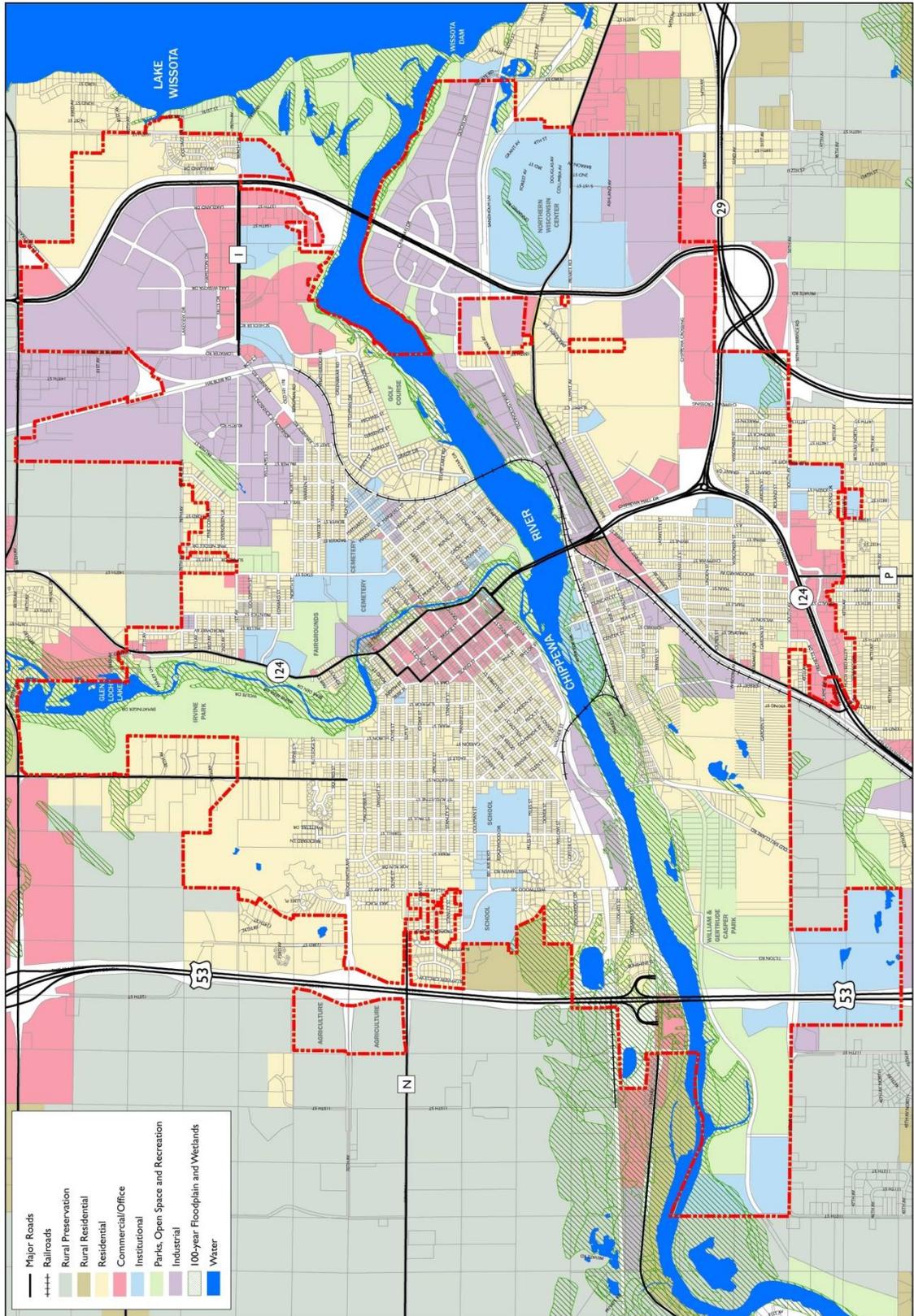
100-year Floodplain and Wetlands

Areas that are located in the 100-year floodplain and/or are wetlands.

Water

Surface water that includes rivers, lakes, streams, and ponds.

X. LAND USE



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LAND USE PLAN
CHIPPEWA FALLS, WISCONSIN

XI. ENERGY & SUSTAINABILITY



Discussions on energy and sustainability are vital for communities of all sizes. A community that is more sustainable can become a more desirable location to live and do business. If a community can compete and become a leader in the future of energy and sustainability, that community will prosper and be a more attractive location for people to live, work, and recreate.

The concept of sustainability consists of three pillars: economy, society, and environment. Most agree that to achieve a more sustainable community, all three pillars

need to be addressed and each needs to move towards becoming sustainable. For the purpose of the plan, Chippewa Falls decided to implement an innovative approach and include an Energy and Sustainability Element. This element addresses both energy issues and sustainability issues. In addition, each element in the plan contains a green box that specifically addresses energy and sustainability issues that are pertinent to that specific element. Throughout the plan, different policies address issues that relate to sustainability for the economy, society, and environment.

In moving toward sustainability, one should not ignore the needs for higher levels of organization. Certain problems cannot be solved by a community alone. For instance, air and water pollution does not stop at administrative boundaries, and they require a collaborative approach. At the same time, policies should do their best to forecast changes in the environment and economy, and allow for flexibility and revisions as the exact future is always unknown.

SUSTAINABILITY:

Development that meets the needs of the present without compromising the ability of future generations to meet their own needs. (*Brundtland Report 1987*)

It is difficult for stakeholders with varying roles to compromise on establishing a system where sustainability is interwoven into the networks that make-up the society. It is important to implement what stakeholders can all agree on, and then begin on other policies that can improve the sustainability of a region.



A. Conditions, Trends, and Issue Prioritization

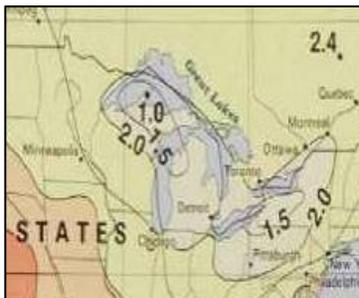
Conditions & Trends

- In 2005, only 4.5 percent of Wisconsin energy was derived from renewable resources.
- From 1970 to 2005 in Wisconsin, energy consumption has increased 55 percent, which is more than double the population growth.
- With an aging population, there is going to be more demand for transit options within the City and in neighboring communities.
- Local food and energy production and consumption are growing in the City and surrounding region.



Top 3 Issues

- There is a general lack of understanding among the community regarding what can be done both individually and community-wide to address energy and sustainability issues.
- There needs to be a better understanding of how Xcel Energy can be a good partner for sustainability/energy issues and help Chippewa Falls become a more sustainable community.
- Energy and sustainability endeavors should be done in conjunction with adjacent communities/private sector.



Germany is the 2nd largest solar thermal market in the world, only behind Japan...

...yet our region has more solar potential per square mile than Germany.



Implications

- Energy and sustainability must be considered when addressing all plan elements; it affects our quality-of-life and the energy and natural resources upon which we depend.
- Energy conservation and renewable resource options for the City and surrounding region exist and will receive increasing attention as fuel prices rise, environmental consequences are considered, and new technologies become available.
- The City has opportunities to reduce costs while strengthening the economy through conservation, sustainable practices, and capturing emerging markets.

XI. ENERGY & SUSTAINABILITY

B. Special Subsections

Energy and sustainability programs applicable to or located in the City are identified in the *Inventory of Plans, Programs, and Land Use Policies in West Central Wisconsin*.

C. Goals, Objectives, and Strategies

Goal:

Chippewa Falls utilizes its diverse resources to be a regional leader in sustainability endeavors and will create an environment and conditions necessary for a future that is as sustainable as possible.

Objectives:

1. At least 25 percent of the City's electricity and transportation fuels are generated from renewable resources.
2. There is a community-wide understanding of what can be done to address energy and sustainability issues and to be a more environmentally sustainable community.
3. Ongoing public/private partnerships that help reduce the community's environmental footprint exist.
4. Energy use in the city limits is less per capita than in 2011.

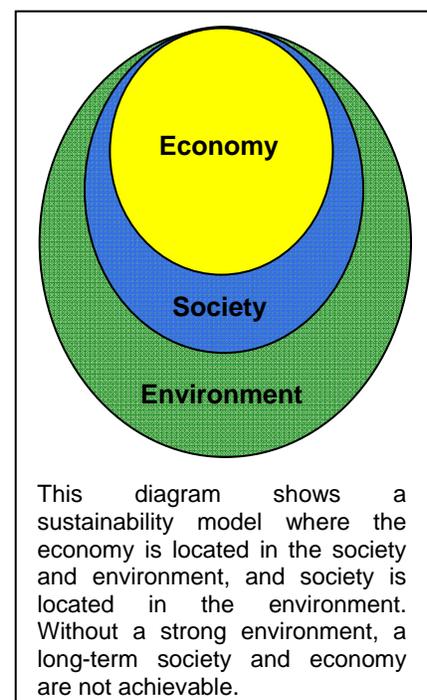
Strategies:

City

1. Develop a City website that promotes energy and sustainability issues. [Short Range]
2. Complete a plan that reduces municipal use of gasoline and diesel. [Ongoing]
3. Create a plan so the City can become a more environmentally sustainable community. [Short Range]
4. Review ordinances to allow local food and energy production in the City. [Short Range]

City in Partnership

5. Reduce energy costs for residents and businesses by incorporating renewable energy infrastructure in the City. [Short Range]
6. Encourage renewable energy use in residential development. [Short Range]
7. Work with all stakeholders in the City and surrounding area to incorporate renewable energy options to the regional portfolio. [Short Range]
8. Determine the supply of renewable energy feedstock (e.g. wood, switchgrass) in the surrounding area and what could be used in the City. [Short Range]
9. Promote Focus On Energy programs. [Ongoing]
10. Encourage municipal use of solar energy and other sources of renewable energy. [Immediate]
11. Encourage energy conservation in the City. [Immediate]
12. Research alternative fuels and other fuels that have environmental benefits. [Short Range]
13. Support infrastructure for alternative fuels (e.g. natural gas, electricity, human). [Short Range]
14. Empower local businesses to encourage biking/walking. [Immediate]



XI. ENERGY & SUSTAINABILITY

15. Encourage all new development to link bike paths to existing system. [Ongoing]
16. Research and encourage energy production with district heating/cooling technology that that uses regional biomass (e.g. wood, switchgrass). This could be used for existing and future development (e.g. schools, city facilities, new development areas, green energy park). [Short Range]

Non-City

17. Help create a grassroots group in the City that can help educate the public on energy and sustainability. [Short Range]
18. Initiate an Energy Fair in the City. [Short Range]
19. Work with local groups to bring in a The Natural Step speaker to help educate the community on TNS frameworks. [Short Range]
20. Put together an energy/sustainability library as part of a pilot project with Xcel Energy and Main St. [Short Range]
21. Work with Xcel Energy and private industry to calculate the per capita energy use in the City. [Immediate]

XII. INTERGOVERNMENTAL COOPERATION

Advances in technology and improved mobility have resulted in the faster and easier movement of people, money, goods, and other resources across jurisdictions. Many issues (e.g., schools, natural resources) cross intergovernmental boundaries, and the decisions, plans, and policies of one community can impact neighboring jurisdictions. There are many instances when entities abut and overlap with a variety of other entities. The environmental, economic, and social health of a community, surrounding areas, and region are interconnected.

Through intergovernmental cooperation, communities can anticipate conflicts in plans and policies and, in turn identify potential solutions to mitigate such conflicts. Governmental units may also work together to capture opportunities for cost-sharing, competitive bidding, and the leveraging of available resources to everyone's benefit. Cooperation is key to strengthening a region economically while conserving and preserving our resources.

REGIONALISM:

The combination of the consciousness of a specific geographic area and ongoing working relationships among the public and private sectors within that geographic area. The consciousness and relationships are geared to create more prosperous and sustainable communities and region as a whole.

It is a difficult task to have all communities in a region understand the benefits of the regionalism concept and then work together for both the benefit of the communities and region. If intergovernmental cooperation was not difficult, there would be more cooperation and coordination occurring. Perhaps the most important attribute of a region where successful intergovernmental cooperation exists is trust. Trust plays a role in building relationships and creating regions where innovation is a common thread. Without trust, it is difficult to build relationships and without relationships, cooperation and innovation are less likely to occur, or to be productively sustained over time.



XII. INTERGOVERNMENTAL COOPERATION

A. Conditions, Trends, and Issue Prioritization

During the planning process, the following potential intergovernmental issues and opportunities were identified in local plans:

Communication

- Increase communication between adjacent and overlapping jurisdictions, school districts, by holding regular meetings, sharing plans and upcoming projects, involving each other in decision-making, coordinating joint meetings and joint training, and using alternative dispute resolution to avoid litigation.

Multi-jurisdictional planning

- The most common themes related to multi-jurisdictional planning were: transportation, resource planning, affordable housing, general land-use planning, and economic development, were the most common themes.
- Define and formalize working relationships.
- Use coordination and joint planning to promote land-use compatibility, protect valued resources, and establish infrastructure linkages and systems.
- Explore using watersheds and other physical characteristics for planning boundaries.
- Streamline procedures and review processes with greater emphasis on consistency between communities.

Planning at the urban fringe

- Continue and improve where needed working extra-territorial powers and cooperative boundary planning/agreements.
- Plan cooperatively to identify the appropriate character for fringe or edge areas.

Shared services, facilities, equipment, and purchasing

- Explore and capture opportunities to coordinate or share services through formal agreements, if beneficial to all parties.
- Coordinate facilities and site planning with school districts and between jurisdictions, and share facilities if opportunities are available.
- Capture joint purchasing opportunities.

B. Special Subsections

B.1. Growth Trends and Planning Activities in Adjacent Communities

Growth trends for surrounding communities are described in the *Chippewa County Conditions and Trends Report* and the *Eau Claire County Conditions and Trends Report*. All the surrounding communities have also experienced growth over the past decades. Due to the numerous communities and two different counties, growth in the Chippewa Falls/Eau Claire metro area is often done without communicating and planning between adjacent communities. All of the surrounding communities have comprehensive plans.

B.2. Intergovernmental Plans, Agreements, & Relationships

Outside the multi-jurisdictional aspect of this comprehensive planning process, the number of existing intergovernmental plans, agreements, and relationships including the City of Chippewa Falls is extensive. The primary intergovernmental agreements involving the City are associated with emergency management. In addition, there are some agreements involving the Chippewa Falls School District and Chippewa County Department of Human Services.

XII. INTERGOVERNMENTAL COOPERATION

The City has no cooperative boundary agreements as defined under State Statute 66.0307. The City is part of the Chippewa Falls School District as mapped in the community facilities section of the *Chippewa County Conditions and Trends Report*, but has minimal involvement in school district facilities planning and operations.

The City is encompassed within some Chippewa County plans and ordinances. An example is the Shoreland Ordinance. General guidance for other specific issues may be acquired from a plethora of other local, regional and State plans regarding natural resource management, economic development, emergency services, and social programs. Please refer to the *Chippewa County Conditions and Trends Report* for more details on many of these plans.

B.3 Potential Issues and Opportunities

During the planning process, the following potential intergovernmental issues and opportunities were identified:

- 1) Relationships and communication with adjacent communities needs to improve.
- 2) Elected and appointed officials should be leaders that start effective intergovernmental cooperation.
- 3) Intergovernmental cooperation is essential for the effective protection of water and other valued resources.
- 4) Opportunities exist to merge departments and share buildings/equipment with other government entities.
- 5) Purchasing with other government entities could save money.
- 6) There is a strong desire among all communities not to lose their respective identities.

C. Goals, Objectives, and Strategies

Goal:

Chippewa Falls maintains communication and working relationships with adjacent and overlapping governmental jurisdictions on issues of mutual interest to the benefit of the community and the surrounding region.

Objectives:

1. Elected and appointed officials initiate effective intergovernmental cooperation.
2. There is an on-going relationship and joint planning with adjacent and overlapping entities (e.g. County, school districts, towns)
3. Transit options exist from the City to the surrounding region.

Strategies:

City

None

City in Partnership

ENERGY AND SUSTAINABILITY CONNECTIONS

Transportation:

- Intercommunity transit options provide transit services for individuals that would like to travel to and from a variety of communities.
- To be truly effective, walking, biking, and transit facilities often need to cross jurisdictions. To be at their most effective use, these facilities need to be planned and connected via the various jurisdictions.

Community Facilities:

- Sharing community facilities allows communities to reduce energy use associated with constructing, maintaining, and using the facilities.

Interaction:

- Often, surrounding communities have similar issues and opportunities, and often these relate to energy and sustainability. Interaction and dialogue can help promote best practices related to energy and sustainability.

XII. INTERGOVERNMENTAL COOPERATION

1. Develop long-term, trusting relationships with adjacent and overlapping communities and entities. [Ongoing]
2. Continue and research opportunities to cooperate and work with adjacent and overlapping communities and entities. Options that may exist: fire, water and sewer, equipment purchases, dispatch, maintenance, etc. [Ongoing]
3. Create a forum that encourages the output of citizen ideas and creativity. [Immediate]
4. Incorporate government policies and resources to support community organizations choosing to promote and advance sustainability, energy conservation, and the environment. [Immediate]
5. Empower and encourage private community groups with solving problems rather than depend on government to solve problems. [Short Range]
6. Examine feasibility of a regional park district, instead of just City. [Short Range]
7. Research consolidation of public services with neighboring communities (library, fire, water, emergency management, etc.) [Ongoing]
8. Continue to move towards the creation of a Regional Transit Authority. [Ongoing]
9. Continue to work to keep MPO standards at a level that includes the Chippewa–Eau Claire MPO. [Ongoing]
10. Continue meetings that include members from the City Council and Chippewa County Board. [Immediate]

Non-City

None

XIII. PLAN IMPLEMENTATION

To achieve the community's vision, the plan must be put into action. Direction for implementing the plan is provided by giving specific guidance for each Element strategy. These strategies are to be completed in order to achieve the Plan's vision, goals, and objectives. This section also discusses plan consistency, evaluation, amendments, and updates.

The Comprehensive Plan must also be a living document that considers and allows for change in the community. An evaluation strategy provides a mechanism to measure progress towards achieving all aspects of the Comprehensive Plan and monitors progress in the context of local change. The process for Plan amendments and updates is described.

A. Strategy Implementation Guidance

This plan was created with a significant amount of public input and public participation. In addition, numerous stakeholders (e.g. government entities, organizations, companies) were involved in the process. In most cases, the implementation of strategies happens as opportunities present themselves. With the high level of input from the public and high level of input from various stakeholders, the implementation of the Plan should be done by all parts of the City of Chippewa Falls community. There is no one specific City department that is tasked with implementing the strategies or the Plan as a whole. Ideally, the implementation process will also act as community building within the City and create a community with stronger and more abundant relationships.

There is a long list of participants and stakeholders that participated during the creation of the Plan and that are needed for the implementation of the Plan. Some of these participants and stakeholders include:

- Adjacent communities
- Business owners
- Chippewa – Eau Claire Metropolitan Planning Organization
- Chippewa County Departments
- Chippewa County Economic Development Corporation
- Chippewa Falls Chamber of Commerce
- Chippewa Falls Industrial Development Corporation
- Chippewa Falls Main Street
- Chippewa Falls School District
- Chippewa Valley Technical College
- Churches and other places of worship
- City of Chippewa Falls Departments
- Friends of Irvine Park Zoo
- Northern Wisconsin Fairgrounds
- St. Joseph's Hospital
- University of Wisconsin – Extension Chippewa County
- Vision 2020 – Chippewa Falls
- Wisconsin Department of Natural Resources
- Xcel Energy

As can be seen in each element, all of the strategies have a suggested timeframe of when the implementation should begin. These range between ongoing to long-term strategies. Identified timeframes are approximate and implementation of the individual action items is subject to available resources and conditions at the time of implementation. In addition, all the strategies are grouped into one of three categories: City, City in Partnership, and Non-City.

XIII. PLAN IMPLEMENTATION

The five different timeframes include the following:

<u>Ongoing:</u>	Strategy is currently ongoing and should be continued.
<u>Immediate:</u>	Year 1
<u>Short Range:</u>	Years 2 - 5
<u>Medium Range:</u>	Years 6 – 10
<u>Long Range:</u>	Years 11 - 20

The City Council has responsibility for implementing policies that the City will play a role, though some actions may be delegated to the Planning Commission and City departments. For instance, the City Council will often delegate to the Planning Commission the responsibility of drafting new ordinances or code changes for review and recommendation by the Commission.

The City Council and Plan Commission will review the action plan periodically to evaluate progress on plan implementation and monitor the consistency of ongoing operations and proposed new policies with the vision, goals, and objectives of the plan.

Prior to implementation, the City will consider and reassess each action item to further determine if each is in the best interest of the community. Changing conditions in the community may necessitate an addition or modification to the implementation actions identified below.

B. Plan Integration and Consistence

The Chippewa Falls Comprehensive Plan has an important role as a guide for future action and policy decisions in the City and surrounding area. In addition to using their local plans, communities and counties should consider the vision, goals, objectives, and strategies of the *West Central Wisconsin Regional Comprehensive Plan* and adjacent and overlapping comprehensive plans for consistency and opportunities. When the City is requested to comment on proposed policy changes the Plan can provide important guidance to officials and other stakeholders.

The elements of the Plan are also internally consistent. Indeed, there is much overlap in issues and policy between many of the elements. A review of all Plan data, analysis and conclusions, and of Plan goals and policies has been performed to ensure consistency. As the Plan developed, major consistent themes emerged which moved the Plan toward consistent conclusions and compatible approaches to solving identified problems among the elements. Any future Plan amendments should be evaluated for consistency with the overall Comprehensive Plan.

C. Plan Monitoring and Evaluation

Any plan is subject to the passage of time which increases the likelihood its policies and recommendations become obsolete. The City of Chippewa Falls Plan Commission is responsible for monitoring changing conditions and Plan implementation to evaluate whether a Plan amendment or update is needed.

The Plan Commission will conduct periodic reviews and evaluations on: (a) progress of Plan implementation, (b) growth trends in past year, (c) issues and conflicts with the Plan, and (d) any needed Plan amendments. The Plan Commission will report its findings of each review to the City Council.

XIII. PLAN IMPLEMENTATION

D. Plan Amendments and Updates

Plan monitoring and evaluation is an ongoing process and will, at some time, lead to the realization that the Plan requires an amendment or updating.

Plan Amendments are minor changes or additions to Plan maps or text as deemed necessary and appropriate. The City Planning Commission must be given sufficient opportunity to make a recommendation to the City Council on proposed amendments prior to the City Council decision.

The Plan will be updated at least every 10 years as required by State law, unless a more frequent update is deemed necessary by the City Council. The City Planning Commission is responsible for facilitating the Plan update, working within any general guidelines provided by the City Council.

The adoption process for Plan amendments and Plan updates is similar. Consistent with State law, a public hearing at a joint-meeting of the Planning Commission and City Council will be held. The Plan Commission must then adopt a resolution recommending the proposed Plan changes or updates to the City Council. The City Council will then adopt the Plan changes or updates by ordinance.

The City of Chippewa Falls will encourage public participation during Plan amendment and update processes. Frequent Plan amendments and updates should be avoided.

XIII. PLAN IMPLEMENTATION

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APPENDIX I

PUBLIC PARTICIPATION PLAN

Public Participation Procedures for the City of Chippewa Falls Comprehensive Planning Project

Res. 2010-18

CITY OF CHIPPEWA FALLS APPROVING A PUBLIC PARTICIPATION PLAN FOR THE CITY OF CHIPPEWA FALLS COMPREHENSIVE PLAN

WHEREAS, the Chippewa Falls City Council has approved a 16-month timeline to generate the City of Chippewa Falls Comprehensive Plan which conforms with Wisconsin Planning statutes § 66.1001; and

WHEREAS, the Wisconsin Planning statute § 66.1001(4)(a) requires that a public participation plan be approved by the City Council at the commencement of the comprehensive planning process; and

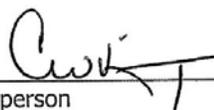
WHEREAS, it is the desire of the Chippewa Falls City Council that the public participation process for the City of Chippewa Falls Comprehensive Plan provide reasonable opportunities for effective citizen input and involvement throughout the planning process; and

WHEREAS, development and adoption of a comprehensive plan will assist with the guiding and accomplishing of coordinated, adjusted and harmonious development of the City which will, in accordance with existing and future needs, best promote public health, safety, morals, order, convenience, prosperity or the general welfare, as well as efficiency and economy in the process of development; and

WHEREAS, the City Council reviewed the public participation plan on September 21, 2010; and

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Chippewa Falls that the public participation plan for the City of Chippewa Falls Comprehensive Plan is approved.

DATED this 21st day of September 2010.


Alderperson

ADOPTED: September 21, 2010

APPROVED:


Mayor

ATTEST:


City Clerk

APPENDIX II

PLAN STEERING COMMITTEE AND FOCUS GROUPS PARTICIPATING AGENCY LIST

City of Chippewa Falls
Chippewa County
Chippewa County EDC
Chippewa Falls Area Chamber of Commerce
Chippewa Falls Area Unified School District
Chippewa Falls Industrial Development Corporation
Chippewa Falls Main Street
Chippewa Valley Technical College
State of Wisconsin
Xcel Energy
Numerous local businesses

APPENDIX III SURVEY RESULTS

Appendix B – Quantitative Summary of Responses by Question City of Chippewa Falls Citizen Survey - 2011

TRANSPORTATION

1. Rate the overall adequacy of the following in the City of Chippewa Falls.	Excellent	Good	Fair	Poor
a. Bike trails	24%	57%	15%	3%
b. Roads	1%	26%	39%	34%
c. Sidewalks	4%	55%	34%	7%

2. During the next 10 years, in which of the following transportation alternatives do you think the City of Chippewa Falls should invest?	Strongly Agree	Agree	Disagree	Strongly Disagree
a. Bicycling - improve amenities/increase opportunities	13%	43%	31%	13%
b. Improve existing roadways for vehicles (cars, trucks, etc.)	54%	42%	3%	1%
c. Pedestrian amenities - improve amenities/increase opportunities	14%	56%	25%	5%
d. Increase transit opportunities (in Chippewa Falls and/or to Eau Claire)	29%	40%	24%	7%

3. If the steps in Question 2 to improve transportation services required an increase in taxes or fees, would you support or oppose increases for the following?	Support	Oppose	Not Sure
a. Bicycling - improve amenities/increase opportunities	25%	54%	21%
b. Improve existing roadways for vehicles (cars, trucks, etc.)	70%	18%	12%
c. Pedestrian amenities - improve amenities/increase opportunities	35%	44%	21%
d. Increase transit opportunities (in Chippewa Falls and/or to Eau Claire)	43%	40%	17%

NATURAL AND CULTURAL RESOURCES

4. Current environmental policies and regulations in the City of Chippewa Falls adequately protect the local environment from damage or disruption.	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know
	8%	53%	8%	5%	26%

APPENDIX III

5. How satisfied are you with the following aspects of environmental quality in the City of Chippewa Falls area?	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied
a. Air quality	32%	60%	6%	1%
b. Surface water quality (rivers, lakes)	20%	70%	10%	1%
c. Groundwater quality	17%	69%	12%	2%
d. Storm water drainage	15%	76%	9%	1%
e. Preservation of open space	15%	73%	11%	1%
f. Preservation of wildlife habitat	16%	72%	10%	1%
g. Signage control	12%	78%	9%	1%
h. Noise control	11%	75%	12%	2%
i. Lighting control	12%	78%	9%	1%
j. Property upkeep/cleanliness	8%	55%	29%	8%
6. During the next 10 years, how high a priority do you think it is for the City of Chippewa Falls to invest in the following recreational facilities?	High	Medium	Low	Not a Priority
a. Athletic fields (soccer, softball, etc.)	11%	36%	31%	21%
b. Basketball courts	6%	35%	36%	23%
c. Skate board park	5%	24%	37%	35%
d. Ice skating rink	11%	37%	31%	21%
e. Dog parks	9%	27%	32%	33%
f. Frisbee golf course	7%	21%	34%	39%
g. Picnic areas	25%	44%	17%	13%
h. Playground equipment	22%	47%	18%	12%
i. Tennis courts	7%	33%	38%	22%
j. Volleyball courts	5%	30%	39%	26%
k. Pool	35%	38%	14%	13%
l. Fishing docks	17%	39%	27%	17%
m. Cross country skiing	8%	32%	34%	26%
n. Directional signs to facilities	20%	42%	23%	14%
7. If you believe that any of the resources above (Question 6) should be created or expanded, how should the improvements be paid for? (Mark (•) one only)				
Property taxes	General park user fees	Fees for specific uses	Combination of fees and taxes	Private sector contributions
4%	16%	28%	33%	19%

APPENDIX III

HOUSING

8. More of the following are needed in the City of Chippewa Falls :	Strongly Agree	Agree	Disagree	Strongly Disagree
a. Single-family housing	12%	42%	39%	8%
b. Mobile home parks	1%	7%	50%	42%
c. Duplexes (2 units) and apartments (3 or more units)	3%	26%	51%	20%
d. Long-term care/nursing homes	9%	46%	38%	7%
e. Townhomes and condominiums	5%	33%	49%	13%
f. Affordable housing	31%	45%	17%	6%
g. Senior condominiums and apartments	19%	54%	21%	6%
h. Assisted living facilities for seniors	18%	55%	23%	5%
i. Starter (first time buyer) homes	18%	45%	30%	7%
j. Programs to improve existing housing quality	30%	48%	16%	6%

ECONOMIC DEVELOPMENT AND LAND USE

9. Please rate the current amount of industrial, office, restaurant, retail, commercial, residential, downtown, and medical/health development in the City of Chippewa Falls .	Too Much	About Right	Too Little
a. Industrial Development	4%	57%	39%
b. Office Development	6%	78%	16%
c. Restaurants	4%	55%	41%
d. Retail Shops	2%	41%	56%
e. Commercial Development	5%	64%	30%
f. Residential Development	10%	80%	11%
g. Downtown Development	3%	51%	46%
h. Medical/Health	6%	81%	14%

10. Do you support or oppose the development of the following types of industrial establishments in the City of Chippewa Falls ?	Support	Oppose	No Opinion
a. Transport industrial (warehousing, distribution centers, etc.)	69%	11%	20%
b. Light manufacturing (product assembly, product fabrication, etc.)	88%	3%	9%
c. Heavy manufacturing (primary manufacturing)	70%	13%	17%
d. High-technology manufacturing	86%	3%	11%
e. "Green"/sustainable-technology industries	81%	6%	13%

APPENDIX III

ENERGY AND SUSTAINABILITY

11. How important is it for **Chippewa Falls** to become a more environmentally sustainable community?

Very Important	Important	Neutral	Unimportant
38%	39%	18%	6%

UTILITY AND COMMUNITY FACILITIES/SERVICES

12. Based on your experience, please rate the following **City of Chippewa Falls** services.

	Excellent	Good	Fair	Poor	Not Used
a. Ambulance service	42%	31%	3%	0%	24%
b. Fire protection	44%	29%	2%	0%	25%
c. Zoning and building inspections	9%	42%	21%	7%	20%
d. Municipal water system	16%	56%	20%	6%	1%
e. Park and recreation facilities	41%	50%	7%	1%	1%
f. Police protection	37%	46%	8%	2%	6%
g. Public library	40%	44%	8%	1%	7%
h. Shared ride taxi	14%	33%	11%	4%	39%
i. Recycling program	27%	52%	15%	5%	1%
j. Sanitary sewer service	22%	64%	11%	2%	2%
k. Snow removal	16%	41%	28%	14%	1%
l. Storm water management	14%	59%	20%	3%	4%
m. Street and road maintenance	3%	21%	36%	39%	0%

13. If improvements required increases in your taxes or fees, would you support or oppose increases for the following services?

	Support	Oppose
a. Ambulance service	58%	42%
b. Fire protection	63%	37%
c. Zoning and building inspections	24%	76%
d. Municipal water system	57%	43%
e. Park and recreation facilities	49%	51%
f. Police protection	65%	35%
g. Public library	51%	49%
h. Shared ride taxi	34%	66%
i. Recycling program	50%	50%
j. Sanitary sewer service	52%	48%
k. Snow removal	57%	43%
l. Storm water management	43%	57%
m. Street and road maintenance	72%	28%
n. Senior center	43%	57%

APPENDIX III

14. Based on your experiences, how would you rate the following Library services and facilities?	Excellent	Good	Fair	Poor	Not Sure
a. Physical Facility (building)	28%	46%	11%	1%	14%
b. Interlibrary Loan	28%	33%	5%	1%	33%
c. Internet Access	17%	34%	8%	1%	40%
d. Meeting Rooms	13%	32%	13%	2%	40%
e. Print Collection (books, etc.)	18%	46%	11%	2%	24%
f. Magazines	17%	42%	10%	1%	30%
g. Children’s Area	21%	37%	10%	1%	30%
h. Young Adult Area	15%	35%	10%	1%	39%
i. Cultural Programming (story time, etc.)	15%	31%	8%	1%	45%

PRIORITIES

15. As the City of Chippewa Falls grows, how important are the following?	Very Important	Important	Neutral	Un-important	Very Un-important	Don't Know
a. Promoting tourism	34%	43%	17%	3%	1%	1%
b. Enforcing land use, zoning, subdivision ordinances	24%	42%	23%	5%	1%	4%
c. Promoting economic development/job creation	58%	34%	6%	1%	0%	1%
d. Focusing on increasing industrial development	42%	37%	15%	3%	2%	1%
e. Having high-quality surface water and ground water	54%	38%	7%	1%	0%	1%
f. Preserving historic Downtown	29%	41%	23%	4%	2%	0%
g. Downtown redevelopment/revitalization	27%	41%	23%	5%	3%	1%
h. Developing Downtown Entrance Plan	26%	31%	26%	9%	4%	4%
i. Focusing on commercial development at Chippewa Crossing (NE land - STH29/STH178)	19%	34%	30%	6%	4%	6%
j. City-wide energy conservation practices	26%	44%	23%	3%	2%	3%
k. Improve park facilities/services	15%	43%	32%	7%	3%	1%
l. Increasing local food and local energy production and consumption	23%	42%	27%	3%	2%	4%

16. **OPEN COMMENTS:** If you would like to expand on any of the above questions, please do so here: **See Appendix A**

APPENDIX III

DEMOGRAPHICS

17. Gender:	Male	Female				
	50%	50%				
18. Age:	18-24	25-34	35-44	45-54	55-64	65 and older
	1%	11%	12%	21%	21%	35%
19. Employment status:	Employed Full Time	Employed Part Time	Self Employed	Unemployed	Retired	Other: See Appendix A
	45%	9%	5%	3%	34%	3%
20. Place of residence:	Own	Rent	Other: See Appendix A			
	94%	5%	1%			
21. Number of adults (18 or older) in household:	0	1	2	3	4	5+
		29%	61%	8%	2%	0%
22. Number of children (under 18) in household:	0	1	2	3	4	5+
	71%	12%	12%	3%	1%	0%
23. Household income range:	Less than \$15,000	\$15,000 – 24,999	\$25,000 – 49,999	\$50,000 – 74,999	\$75,000 – 99,999	\$100,000 or More
	7%	13%	34%	27%	10%	9%
24. Highest level of education:	Less than high school	High school diploma	Some college/tech	Tech college graduate	Bachelor's degree	Graduate or professional degree
	2%	25%	23%	17%	20%	12%
25. How many years have you lived in the City of Chippewa Falls?	Less than 1	1 – 4	5 - 9	10 - 24	25+	
	1%	7%	9%	23%	60%	

The City of Chippewa Falls thanks you for taking the time to provide your input regarding the importance of city programs and services. This information will be considered in our long range planning and budgeting.

Please return your survey in the enclosed postage-paid envelope by **xxxxxxx, 2011** to:

Survey Research Center
 University of Wisconsin–River Falls
 124 Regional Development Institute
 410 S. Third Street
 River Falls, WI 54022-5001