



2022

CITY OF ALTOONA, WISCONSIN
COMPREHENSIVE PLAN
APPENDIX A

ADOPTED: 7.14.22



Prepared by:

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INTRODUCTION

This Data Analysis, Plan Inventory, and Existing Conditions document contains relevant demographic, housing, development, education, and economic trends experienced in the City of Altoona, neighboring communities, Eau Claire and Chippewa Counties, and Wisconsin. It also provides the existing conditions, relevant plans, and supplemental statutorily required information for each chapter that correlates directly to that chapter in the main body of the Plan. In total, it gives an understanding of the trends currently influencing Altoona today as well as how they may affect the City in the future.

It is important to note that while this plan was being written, the world was experiencing the unprecedented global COVID-19 pandemic. The social and economic implications of this event are not yet known. Because of this, the data and trends provided in this document may be significantly altered in the coming years.

Additionally, as of the writing of this Plan, the U.S. Census had only provided some 2020 Census data and there was no American Community Survey completed in 2020. This limits the data available to complete this analysis. Due to these issues, a combination of 2019, 2020, and 2021 data are used throughout this document.

CHAPTER 2: ISSUES AND OPPORTUNITIES

POPULATION TRENDS

According to the Wisconsin Department of Administration, the City of Altoona’s population in 2021 was 8,651. Overall, the City has experienced varying patterns of population growth since 1970. The community grew rapidly during the 1970s, 1980s, and 1990s, however that stalled between 2000-2010. Over the last decade, the City has again experienced rapid growth of nearly 30%. The stalled population growth during the 2000s is likely in part due to the Great Recession, housing market collapse, and subsequent stagnant economic recovery that many communities have experienced since. However, unlike other small-to-mid sized Wisconsin communities, Altoona has bounced back and recovered more quickly.

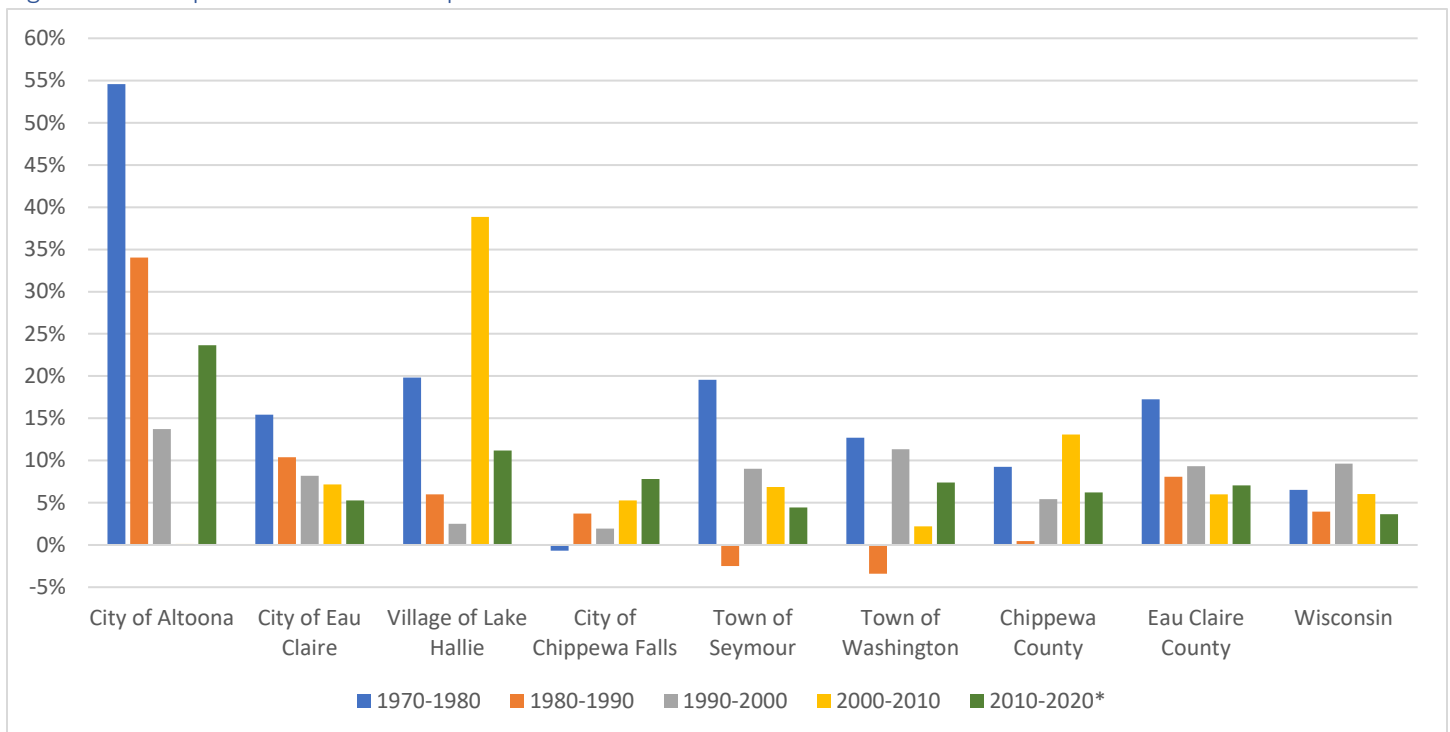
In comparison to other neighboring communities, the County, and the state, Altoona has experienced much more population growth by percentage increase, especially between 1970-1990 and 2010-2021. It should also be noted that since 1990, the entire region has experienced sustained growth and has been less impacted by the Great Recession than other areas of the state, as measured by population change.

Figure A.2.1: Population Comparison

	1970	1980	1990	2000	2010	2020
City of Altoona	2,842	4,393	5,889	6,698	6,706	8,293
City of Eau Claire	44,619	51,509	56,856	61,516	65,931	69,421
Village of Lake Hallie	3,568	4,275	4,531	4,644	6,448	7,170
City of Chippewa Falls	12,351	12,270	12,727	12,976	13,661	14,731
Town of Seymour	2,362	2,824	2,754	3,003	3,209	3,352
Town of Washington	5,757	6,489	6,269	6,980	7,134	7,662
Chippewa County	47,717	52,127	52,360	55,195	62,415	66,297
Eau Claire County	67,219	78,805	85,183	93,142	98,736	105,710
Wisconsin	4,417,821	4,705,767	4,891,769	5,363,675	5,686,986	5,893,718

Source: U.S. Census Bureau, 1970-2020 Census.

Figure A.2.2: Population Growth Comparison



Source: U.S. Census Bureau, 1970-2020 Census.

POPULATION FORECASTS

Projections are important components of the planning process and provide a guide for decision makers. Since the market has fluctuated over the past 30 years, it is more important to factor in multiple projection scenarios to account for the various outcomes that could occur in the future. Seven different population projection scenarios for the City through the year 2040 were calculated and compared.

These projections were derived using a variety of methodologies:

- Linear Growth Rate 1990-2021, 2000-2021, 2010-2021. This set of projections were calculated using the average annual population change over the time period and projecting that rate forward to 2042. The average annual population change for the various time periods ranged from 89 to 177 new residents per year.
- Compounded Percentage Rate 1990-2021, 2000-2021, and 2010-2021. These estimations are determined utilizing the annual average percentage change over the time period and extrapolating that rate forward to 2042. The average annual percentage change for the three time periods ranged from 1.5%-2.6% annual growth.
- Department of Administration (WisDOA) Projection. In 2013, the State Department of Administration forecasted population change for all communities in Wisconsin based on 2010 U.S. Census data. As shown, this data is clearly outdated based on the growth experienced in the City over the last decade. These projections do not indicate a decline; rather, they are based on the 2010 Census and not the DOA's updated 2021 population estimates.

Based upon these scenarios (excluding the outdated WI DOA projections), the City's population is projected to be between 10,522 and 14,943 in the year 2042. For the purposes of this Plan, the City will utilize the Compounded Growth Projection scenario from 2000-2021. This factors in both the increased population growth experienced between 2010-2021, in addition to the lower population growth experienced between 2000 and 2010. This population scenario will also be used for housing and land use demand projections later in the Plan. While it is certainly possible that the City will not grow to this population or grow beyond this projection by 2042, a careful approach to land use planning suggests that this Plan shows how that amount of growth could be appropriately accommodated. Market conditions, regional growth, and City's policies will influence the actual rate of population growth.

To note, the City's 2009 Comprehensive Plan projected the City's population in 2020 to be 7,941, which was slightly lower than the City's actual 2020 population total (8,293). Additionally, the previous Plan's 2030 projected population (8,595) is significantly lower than this Plan's projected 2030 population (9,794). When the 2009 Plan was written, it did not account for the rapid growth experienced in the City over the past decade and instead based the population projections on the minimal growth in the City between 2000-2007.

Figure A.2.3: City of Altoona Population Projections

	2010	2020	2021*	2025	2030	2035	2040	2042
WisDOA Projections	6,706	8,293	8,651	7,485	7,695	7,825	7,945	None
Linear Growth 1990-2020 (1)	6,706	8,293	8,651	9,007	9,453	9,898	10,344	10,522
Linear Growth 2000-2020 (1)	6,706	8,293	8,651	9,023	9,488	9,953	10,418	10,604
Linear Growth 2010-2020 (1)	6,706	8,293	8,651	9,358	10,242	11,126	12,011	12,364
Compounded Growth 1990-2020 (2)	6,706	8,293	8,651	9,187	9,903	10,675	11,507	11,858
Compounded Growth 2000-2020 (2)	6,706	8,293	8,651	9,142	9,794	10,493	11,242	11,557
Compounded Growth 2010-2020 (2)	6,706	8,293	8,651	9,600	10,934	12,454	14,185	14,943

*Source: WisDOA, 2021 Population Estimates.

Source: U.S. Census Bureau, 1990-2020 Census.

1. Extrapolated based on the average annual population change over the given years.

2. Extrapolated based on the average annual percent change over the given years.

DEMOGRAPHIC TRENDS

Demographic data suggests that Altoona’s population is getting younger. This is the opposite of national trends where most communities are experiencing an increasingly aging population with Baby Boomers now reaching retirement age. Altoona on the other hand is attracting more young families with children, in part due to the rapid growth experienced over the past decade. However, if these growth patterns change over the next 20 years, there could be an increasingly older population that emerges. This will present both potential opportunities and issues for the City.

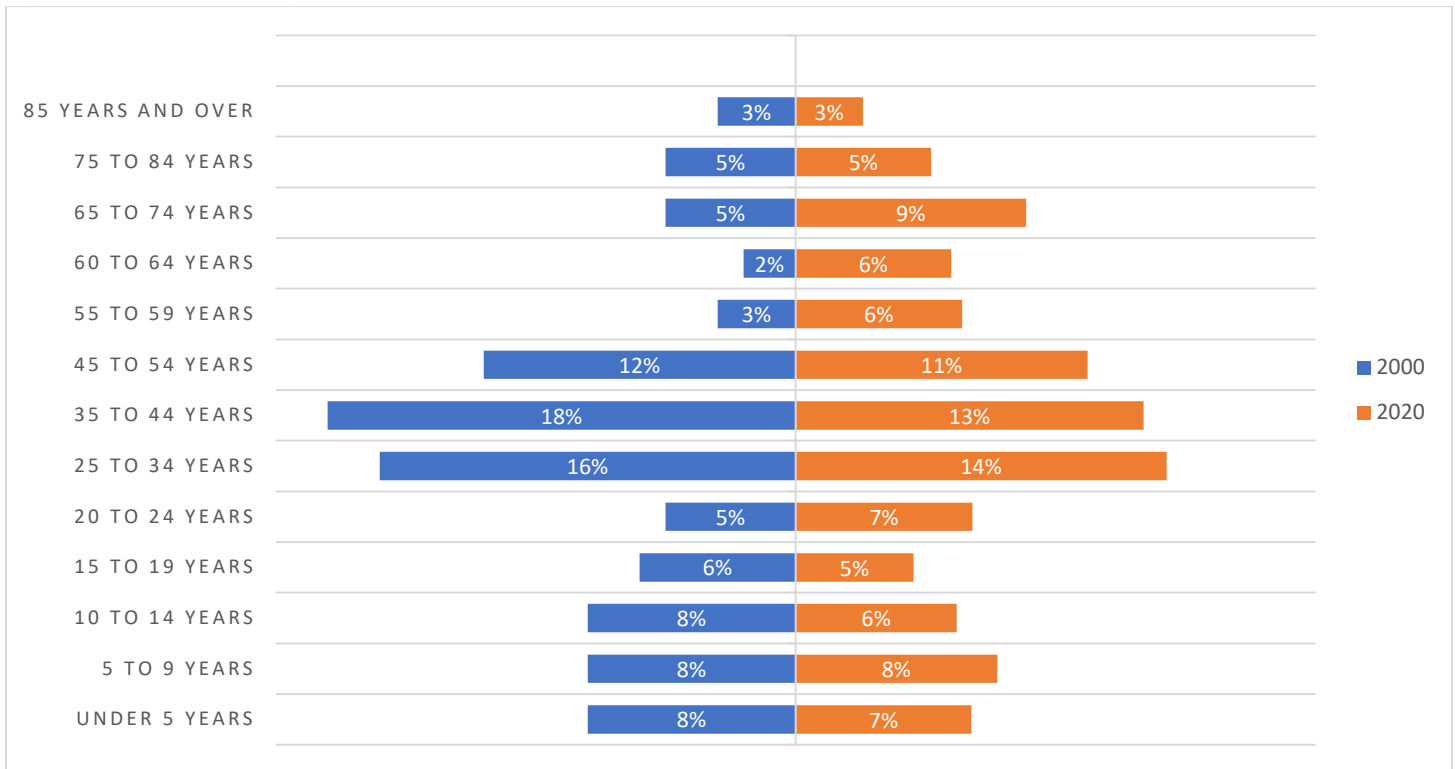
Overall, in 2020, the City had just over 1,900 millennials (age 25-39) and just under 2,500 residents within retirement age (age 55 or older). Within the region, there were 33,581 millennials and 50,851 residents within retirement age. *Source: EMSI Economy Overview, Altoona*

Figure A.2.4: Age Distribution

	Median Age			Percentage Under 18			Percentage Over 65		
	2000	2010	2019*	2000	2010	2019*	2000	2010	2019*
City of Altoona	37	38	36	25%	24%	24%	16%	17%	17%
City of Eau Claire	29	30	32	21%	20%	19%	12%	11%	14%
Village of Lake Hallie	-	38	37	-	26%	24%	-	11%	11%
City of Chippewa Falls	38	37	38	24%	22%	21%	18%	15%	18%
Town of Seymour	40	39	44	27%	25%	23%	12%	9%	16%
Town of Washington	38	42	46	27%	24%	21%	10%	14%	21%
Chippewa County	38	40	41	26%	24%	22%	15%	14%	18%
Eau Claire County	32	33	35	23%	21%	20%	12%	12%	16%
Wisconsin	36	38	40	26%	24%	22%	13%	13%	18%

*Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates.
 Source: U.S. Census Bureau, 2000-2010 Census.

Figure A.2.5: Altoona Population Pyramid



2020 Data Source: EMSI, Q2 2021 Data Set.
 2000 Data Source: U.S. Census Bureau, 2000 Census.

Many communities throughout Wisconsin have steadily experienced a demographic shift over the past 20 years with an increasingly diverse race and ethnicity makeup. While the City is still over 90% white, the Asian and Hispanic or Latino populations have both increased since 2000. The City is cognizant of this shift, but must continue to recognize potential barriers, increase inclusiveness, and strive to provide equitable services and representation in local government.

Figure A.2.6: Race and Ethnicity

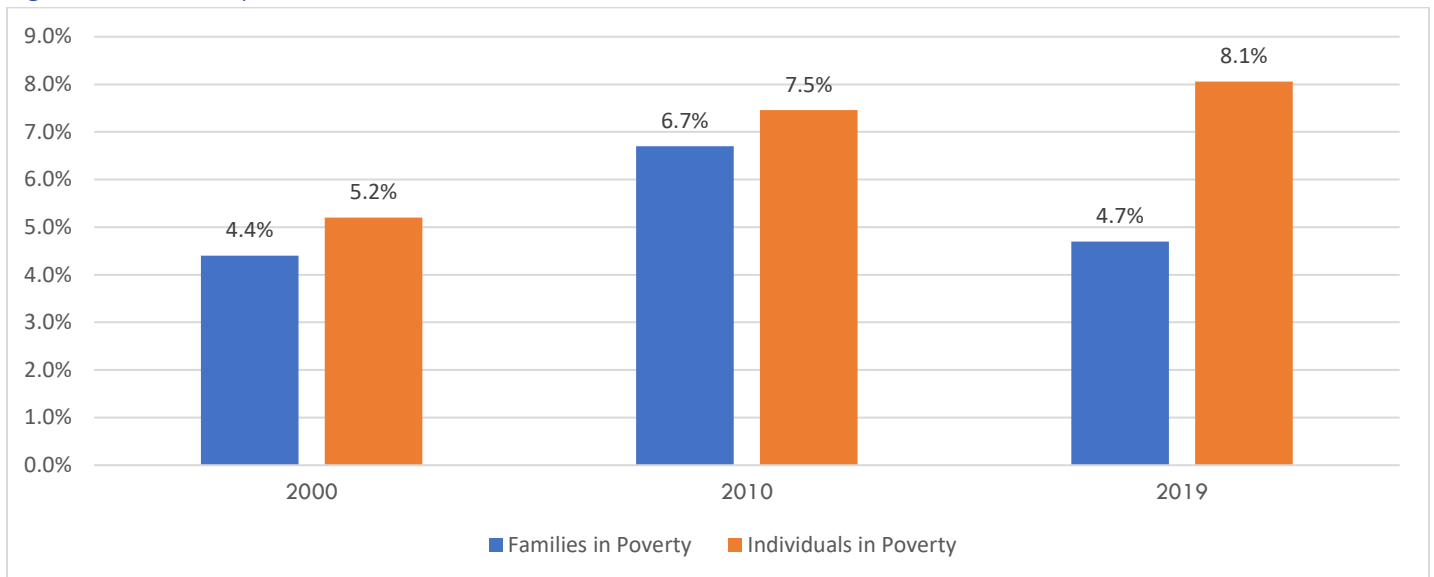
	2000	2010	2020
Race			
White	95.9%	93.5%	90.9%
African American	0.4%	0.9%	0.7%
American Indian	0.6%	0.4%	0.0%
Asian	1.1%	1.9%	3.5%
Other	0.3%	0.8%	0.0%
Two or More	1.6%	2.5%	1.4%
Ethnicity			
Hispanic or Latino	0.9%	2.7%	3.3%

2020 Data Source: EMSI, Q2 2021 Data Set.

2000 and 2010 Data Source: U.S. Census Bureau, 2000 and 2010 Census.

Another trend that the City must be cognizant of over the planning period is both individuals and families in poverty. The 2008 Great Recession played a part increasing poverty rates for both families and individuals in 2010. While the rate of families in poverty have decreased between 2010-2019, the number of individuals in poverty remains relatively the same. Nationally, the same poverty trends are taking place as the income inequality gap continues to get larger, wages stay stagnant, and student debt rises. It should also be noted that the global COVID-19 pandemic has played a role in increasing this divide and perpetuating the income inequality gap. It will be important for the community to consider these trends when adding or revising services in the future.

Figure A.2.7: Poverty



*Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates.

Source: U.S. Census Bureau, 2000-2010 Census.

PUBLIC HEALTH

In planning and assessing the community’s existing and future service needs, it is crucial to review and compare the public health of the area compared to neighboring and similar sized counties. Eau Claire County ranks 21 out of 72 Wisconsin counties in the 2021 Community Health Assessment County Health Rankings, approximately in the middle of comparable counties. Additionally, Assessment offers even greater detail on relevant data in comparison to the state and country overall. There are several key areas in which the County has prioritized as focus areas where the figures below show needed improvement.

Figure A.2.8: Public Health Context

	Overall Health Outcome Ranking*	Percentage of Adult Obesity	Poor or Fair Health
Eau Claire County	21 out of 72	28%	15%
Chippewa County	16 out of 72	31%	15%
Dunn County	18 out of 72	39%	15%
Marathon County	17 out of 72	34%	14%
Fond du Lac County	34 out of 72	32%	15%
La Crosse County	25 out of 72	26%	14%
Wisconsin	N/A	32%	15%

*Health outcomes rankings are a combination of factors including length of life, quality of life, health behaviors, clinical care, social and economic factors, and physical environment.

Source: 2021 County Health Rankings, University of Wisconsin Population Health Institute.

Figure A.2.9: Public Health Context 2

	Adults Aged 20+ Diagnosed With Diabetes*	Leading Cause of Death**	Life Expectancy***
Eau Claire County	10%	Heart Disease (205 per 100,000)	80.4
Chippewa County	8%	Heart Disease/Cancer (234 per 100,000)	80.0
Dunn County	8%	Cancer (187 per 100,000)	80.7
Marathon County	8%	Cancer (179 per 100,000)	80.5
Fond du Lac County	7%	Heart Disease (219 per 100,000)	80.3
La Crosse County	6%	Heart Disease (179 per 100,000)	80.2
Wisconsin	9%	Heart Disease (199 per 100,000)	79.5

*Source: CDC, 2017.

**Source: 2017 Wisconsin Public Health Profiles. Wisconsin Department of Health Services.

***Source: Life Expectancy in Wisconsin 2010-2014. Wisconsin Department of Health Services, 2016.

Other data trends to note from the 2021 Eau Claire County Community Health Assessment (2016-2018 data):

- Eau Claire County has a higher rate of drug arrests per 100,000 people than Wisconsin or the United States, but lower rates of overdose deaths than Wisconsin.
- Eau Claire County has a higher rate of suicide per 100,000 people than Wisconsin or the United States.
- Eau Claire County has a higher percentage of motor vehicle deaths involving alcohol than that of Wisconsin or the United States.
- Eau Claire County has similar percentages of adults with obesity compared to that of Wisconsin and the United States.
- The percentage of people who are food insecure (lacking adequate access to food) is lower in Eau Claire County than that of Wisconsin or the United States.
- Eau Claire County has a higher rate of childhood deaths (under 1 year old) than that of Wisconsin or the United States.
- Eau Claire County has similar rates of adults who smoke every day than that of Wisconsin or the United States.

HOUSEHOLD TRENDS

Average household size is also another metric that can be used to evaluate housing needs and preferences, in addition to land use demands in the future. Since 2000, Altoona’s average household size has increased to 2.36 people per household. This is the opposite state and national trends, where average household sizes have been decreasing in part due to the increase in the aging population, people having children later in life, and generational lifestyle preferences. However, due to the rapid growth in the City over the past decade, Altoona has been less affected by these shifts than other communities in Wisconsin.

Following that same trend, the total number of housing units has increased since 2010, in contrast to less growth experienced between 2000-2010. The rates of housing unit growth in Altoona are much higher than those in other neighboring communities and regionally, yet the region has also experienced sustained growth. The dramatic changes in Altoona are a key component of the City’s existing issues and future opportunities. As such, this topic is explored in greater detail throughout this Plan, including the Issues and Opportunities, Land Use, and Housing Chapters.

Figure A.2.10: Housing Units and Households Comparison

	Total Housing Units			Total Households		
	2000	2010	2019*	2000	2010	2019*
City of Altoona	3,117	3,119	3,409	2,844	2,983	3,224
City of Eau Claire	24,753	28,099	29,008	24,016	26,497	27,440
Village of Lake Hallie	-	2,378	2,726	-	2,315	2,648
City of Chippewa Falls	5,951	6,594	6,437	5,638	6,030	6,027
Town of Seymour	1,177	1,247	1,313	1,108	1,201	1,276
Town of Washington	2,675	2,815	3,356	2,555	2,743	3,032
Chippewa County	22,821	26,783	28,385	21,356	24,223	25,601
Eau Claire County	37,474	41,759	44,089	35,822	39,240	40,981
Wisconsin	2,321,144	2,593,073	2,694,527	2,084,544	2,274,611	2,358,156

*Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates. This figure may differ from the official count in each local community due to the five-year sampling window of the ACS. This figure is used for consistency in comparison over time.

Source: U.S. Census Bureau, 2000-2010 Census.

Figure A.2.11: Household Size and Housing Ownership Comparison

	Average Household Size			Percent Owner-Occupied Housing Units		
	2000	2010	2019*	2000	2010	2019*
City of Altoona	2.30	2.32	2.36	62%	62%	64%
City of Eau Claire	2.38	2.27	2.34	57%	57%	57%
Village of Lake Hallie	-	2.65	2.50	-	70%	65%
City of Chippewa Falls	2.20	2.18	2.20	58%	57%	50%
Town of Seymour	2.69	2.62	2.59	91%	95%	89%
Town of Washington	2.68	2.58	2.45	81%	84%	83%
Chippewa County	2.53	2.5	2.39	76%	74%	73%
Eau Claire County	2.46	2.35	2.43	65%	65%	65%
Wisconsin	2.50	2.41	2.39	68%	70%	67%

*Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates.

Source: U.S. Census Bureau, 2000-2010 Census.

Figure A.2.12: Housing Costs Comparison

	Median Gross Rent			Median Monthly Owner-Occupied Costs (with a mortgage)			Median Value of Owner-Occupied Units		
	2000	2010	2019*	2000	2010	2019*	2000	2010	2019*
City of Altoona	\$539	\$597	\$778	\$897	\$1,215	\$1,229	\$98,400	\$134,200	\$157,600
City of Eau Claire	\$485	\$661	\$835	\$896	\$1,263	\$1,261	\$92,800	\$136,900	\$155,000
Village of Lake Hallie	-	\$865	\$981	-	\$1,254	\$1,288	-	\$156,500	\$182,100
City of Chippewa Falls	\$439	\$574	\$818	\$791	\$1,157	\$1,093	\$81,300	\$119,900	\$135,100
Town of Seymour	\$563	\$894	\$932	\$953	\$1,381	\$1,532	\$111,300	\$210,100	\$233,200
Town of Washington	\$495	\$711	\$738	\$1,060	\$1,603	\$1,544	\$128,200	\$213,300	\$231,000
Chippewa County	\$446	\$616	\$821	\$824	\$1,244	\$1,241	\$88,100	\$146,300	\$167,400
Eau Claire County	\$486	\$657	\$823	\$913	\$1,305	\$1,315	\$96,300	\$147,200	\$169,400
Wisconsin	\$540	\$713	\$856	\$1,024	\$1,433	\$1,430	\$112,200	\$169,000	\$180,600

*Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates.

Source: U.S. Census Bureau, 2000-2010 Census.

HOUSEHOLD PROJECTIONS

For planning purposes, the number of households is used to estimate demand of additional housing or dwelling units. If household size decreases, the number of households (and hence housing units) can be expected to increase for a given population. Changes in household composition will also influence the level of demand for various types of housing units such as housing suitable seniors or for families with children. Trends indicate that there will be a continued need for a range of household types for various age, income, and lifestyles.

The number of projected households for Altoona through the year 2042 was calculated using the population projection numbers used above, in addition to a customized household size projection over the next 20 years. This Plan assumes that the City's 2019 household size figure will remain the same over the planning period. This attempts to balance the WI DOA's projected household size decline for the City with the increase in household size the City experienced over the previous 20 years (2000-2019). As with the population projections, multiple projections were calculated using different methods and years to provide a range of potential household totals.

Based on this projection, in 2042, the City could have a total of approximately between 4,458 to 6,332 households in 2042, or 793 to 2,666 more households than in 2021. For the purposes of consistency, the chosen household projection method was the Compounded Growth projection between 2000-2021, the same method chosen for the City's population projection totals. This calculation method estimates that there will be approximately 4,897 total households in 2042, or nearly 1,231 more than 2021.

Figure A.2.13: Projected Number of Households

	2019*	2021	2025	2030	2035	2040	2042	2021-2030	2021-2042
Linear Growth 1990-2021(1)	3,224	3,666	3,817	4,005	4,194	4,383	4,458	340	793
Linear Growth 2000-2021(1)	3,224	3,666	3,823	4,020	4,217	4,414	4,493	355	828
Linear Growth 2010-2021(1)	3,224	3,666	3,965	4,340	4,715	5,089	5,239	674	1,573
Compounded Growth 1990-2021(2)	3,224	3,666	3,893	4,196	4,523	4,876	5,025	530	1,359
Compounded Growth 2000-2021(2)	3,224	3,666	3,874	4,150	4,446	4,764	4,897	484	1,231
Compounded Growth 2010-2021(2)	3,224	3,666	4,068	4,633	5,277	6,010	6,332	968	2,666
Projected Household Size**	2.36	2.36	2.36	2.36	2.36	2.36	2.36		

*Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates.

**2019 ACS 5-Year Estimate (2.36) was projected to continue over the planning period to balance the WisDOA's projected decline for Altoona over the next 20 years and the City's actual increase in household size between 2000-2019.

1. Extrapolated based on the average annual population change over the given years.
2. Extrapolated based on the average annual percent change over the given years.

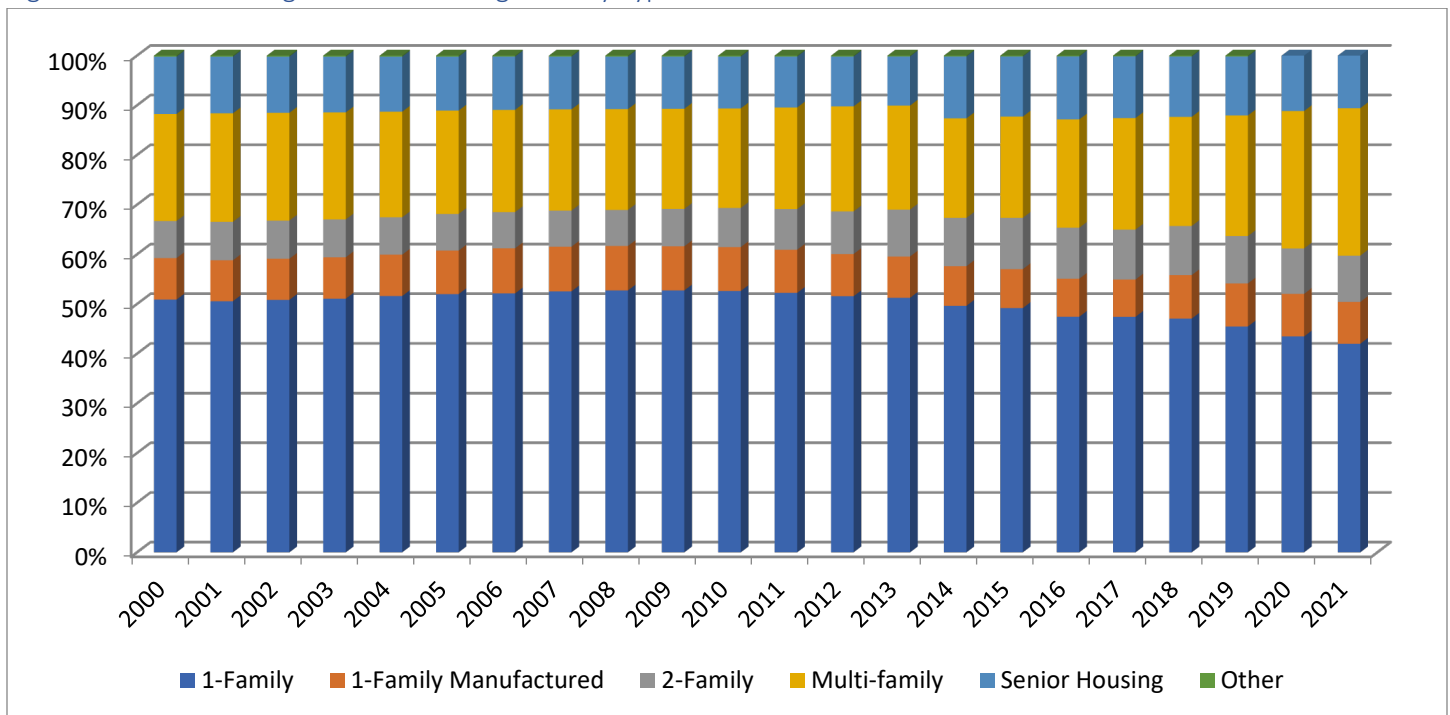
The City’s housing unit mix continues to diversify as it grows and expands. While nearly all new dwellings added to the city between 2000 and 2010 were single family dwellings, this dropped to about one in four new dwellings between 2011 and 2020- despite the total number of new single family dwellings added being greater than the recent decade. Significantly more two-family and multi-family units were constructed during the last decade that has resulted in greater balance in the City’s housing composition. This is in part due to policy shifts, the region’s demand for alternative housing types, rising cost of housing overall, and state and national trends of expanding multi-family dwelling construction.

Figure A.2.14: Percentage of Total Housing Units

	2000	2010	2021	New Unit Change Between 2010-2021
Single Family	59.2%	61.4%	50.4%	26.7%
Two Family	7.5%	7.9%	9.3%	12.3%
Multi-Family	21.5%	20.0%	29.6%	50.1%
Senior Housing	11.5%	10.4%	10.6%	10.8%

Source: City of Altoona, 2021

Figure A.2.15: Percentage of Total Housing Units By Type



Due to a multitude of factors, housing affordability is one of the most prominent issues of our time. This is a result of a combination of recent factors, including the Great Recession and slow economic recovery, changing personal preferences, shifting demographics, tightened lending practices, lack of developers, and overall financial feasibility of building new housing in many areas of the country. In addition, generations of housing policy at the state and federal level have created a system wherein home ownership is emphasized as the primary wealth accumulation tool for most households, resulting in investment flowing into housing to create returns on investment through rapidly rising housing prices, driving prices higher at a far greater rate than growth in wages. Further, land use policies such as zoning have constrained the location and type of new housing, reducing the available supply, reinforcing the increase in prices. Compounding this trend, transportation policies have subsidized travel, and combined with local zoning choices and development priorities, created land use patterns that separate centers of employment and services from housing, forcing many people to seek housing further away from work and services in arrangements that require significant car travel, increasing household cost and time requirements.

As a result, the number of households across the country that are cost burdened is on the rise. Cost burdened is defined as spending over 30% of a household’s total income on housing costs. Households spending greater than 30% often have trouble paying for essentials, transportation, and have a greater chance of financial insecurity. The rate of cost burdened households in Altoona is similar to both Eau Claire County and Wisconsin overall. In Altoona, 26% of households are cost burdened and 10% spend over 50% of their income on housing. Housing affordability will remain one of the most pressing issues throughout the country over the next decade.

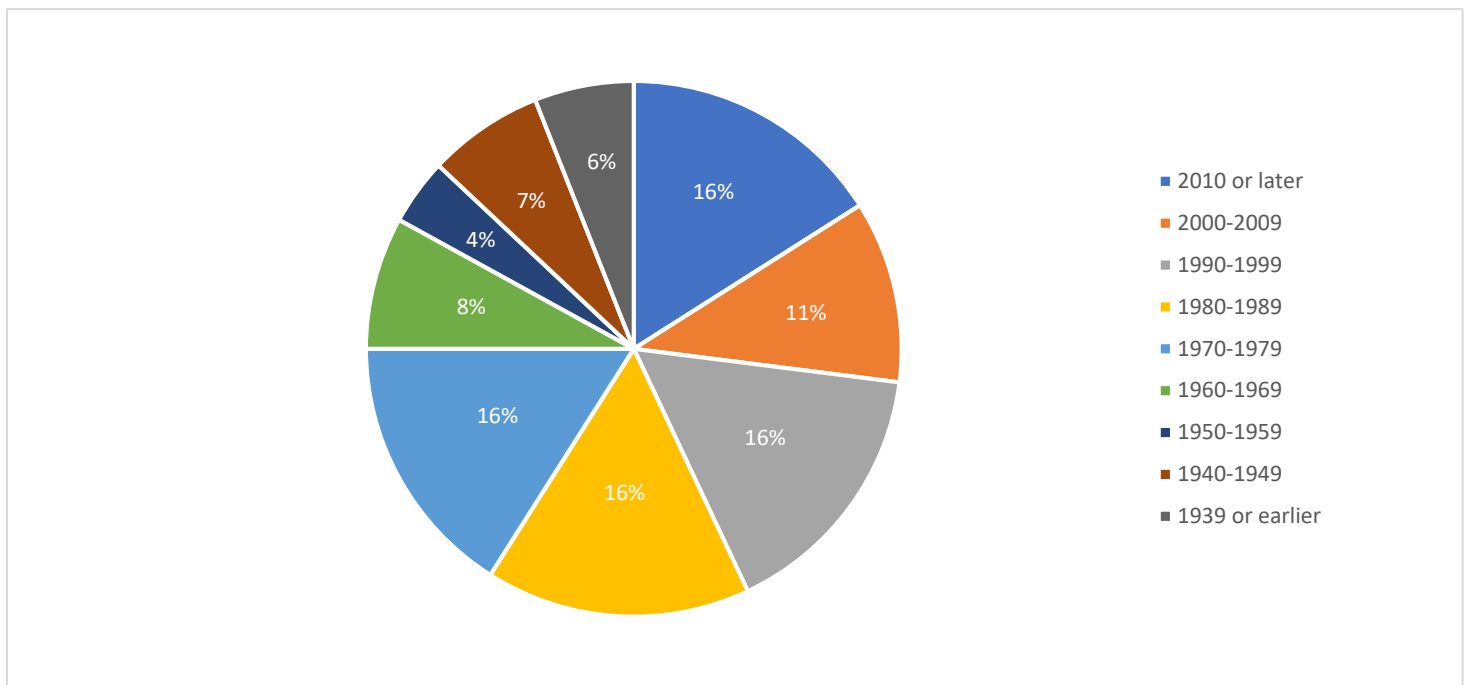
Figure A.2.16: Cost Burdened Households

	City of Altoona	Eau Claire County	Wisconsin
Cost Burden <=30%	74%	72%	73%
Cost Burden >30% to <=50%	16%	16%	15%
Cost Burden >50%	10%	12%	12%

Source: U.S. HUD 2018 CHAS data calculated using ACS 2013-17

Prior to 2010, the age of the City of Altoona’s housing stock was balanced due to the decades of relatively consistent population and housing growth experienced. The community has some older housing and an increasing percentage of new housing. This presents opportunities in both the revitalization of older neighborhoods and the development of new neighborhoods. The data provided below includes the estimated age of dwellings up to 2019. There have been 491 new dwellings permitted in the City since that time. This means that the actual percentage of the overall housing stock built between 2010-2021 is higher than shown in Figure A.2.17. Local permit data indicates that 32 percent of all dwellings in Altoona have been constructed since 2010.

Figure A.2.17: Age of Housing as a Percentage of Total Housing Stock



Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates.

CHAPTER 3: LIVABILITY, SUSTAINABILITY, AND HEALTH

BRIEF HISTORY OF ALTOONA

In 1870, the railroad reached Eau Claire. The City was incorporated in 1872, however East Eau Claire (now the City of Altoona), was not included in the incorporation. In 1887, Altoona was incorporated separately from the City of Eau Claire, directly adjacent to the railroad line and by 1929, Altoona had its first community well and sewage system.

The City grew quickly between 1970-2000, attracting residents who wanted the convenience and access to nearby amenities in the region. During the 2010s, Altoona realized new growth and investment resulting in part from the Highway 53 bypass constructed through the city. This allowed Altoona to invest in property owned by the city along the Eau Claire River. The project became River Prairie, a diverse mix of uses, attractions, commerce, and recreational opportunities turning the community into a regional destination, which has contributed to the rapid population increase over the past five years.

HISTORIC SITES AND RESOURCES

The Wisconsin Historical Society maintains an Architecture and History Inventory (AHI)—a collection of information on historic buildings, structures, sites, objects, and historic districts throughout the State of Wisconsin. There are 17 AHI documented sites, buildings, and structures in Altoona, including several churches and homes. There are no properties in the City that are listed on the National Register of Historic Places.

ARCHEOLOGICAL SITES

The Wisconsin State Historical Society lists archeological sites throughout the State in its Archeological Sites Inventory (ASI). These sites include cemeteries/burial sites, effigy mounds, and campsites/villages. At this time there are no archeological sites within Altoona's City limits listed on the ASI. Under Wisconsin law, Native American burial mounds, unmarked burials, and all marked and unmarked cemeteries are protected from encroachment by any type of development. Many of these sites are located on private land and may not be viewed by the general public. The National Historic Preservation Act of 1966 requires federal agencies to ensure that their actions do not adversely affect archeological sites on or eligible for listing on the National Register of Historic Places. Archeological sites can be protected during the course of State agency activities if the sites have been recorded with the Office of the State Archeologist.

LIVABILITY COMPONENTS

Modern day Altoona distinguishes itself by providing a high quality of life to its residents. Some of these attributes include:

Civic Organizations, Schools, and Community Spaces

- River Prairie Center. Recently completed, River Prairie features parks, trails, river access, a man-made creek, Prairie Event Center, an amphitheater, and hosts many different events and functions throughout the year. It is truly the community's gathering place.
- Altoona School District. Ranked in the top 15% of all school districts in Wisconsin, the Altoona School District provides a high-quality public education system within the community. It has helped continue to attract new residents to the City and plays a major part in community's livability.
- Parks, Trails, and Natural Areas. Featuring 14 different parks and conservancy areas, Altoona's 181 acres of parks and open space provide a wide variety of recreational opportunities. Additionally, the community is surrounded by high-quality natural resources including Altoona Lake, the Eau Claire River, and Otter Creek.
- Altoona Public Library. Located in downtown Altoona, the library features a wide variety of events, programming, and resources.
- Altoona VFW Post 10405 and Altoona Lions Club. Also located in downtown Altoona, the VFW offers community events, fundraisers, and a gathering place for veterans. The Lions Club also uses the VFW building.

Community Events

- River Prairie Cultural Festival. Celebrating the cultural diversity of the entire Chippewa Valley, this event features food trucks, local vendors, and performances each summer.
- Summer Concert Series. During each summer, the City hosts free live concerts each week in River Prairie featuring local artists from throughout the Valley.
- Eau Claire Area Events. Throughout the Valley, a wide variety of events are held during the year in which Altoona residents are welcome including music festivals, farmer’s markets, education events, car shows, movie nights, and more.

In addition to the components listed above, Altoona features a strong sense of community and a willingness to try new things. Together, these play a key role in driving the community forward in an ambitious, but community-centered way.

The Public Policy Institute of the American Association of Retired People (AARP) has created a tool to analyze and compare communities based on multiple aspects of livability. This includes housing, neighborhoods, transportation, environment, health, engagement, and opportunity. Each category is scored, and a community average is generated, producing the community’s livability score. As of 2021, Altoona scored a 59 out of 100, with its highest attributes being a clean environment, access to quality health care, strong civic engagement, and inclusive opportunities. The Altoona’s livability score is slightly higher than the state overall (57), Eau Claire County (57), and the City of Eau Claire (56).

ONGOING SUSTAINABILITY INITIATIVES

Altoona has demonstrated a strong commitment to advanced community sustainability by participating in the following programs and initiatives:

- **Setting Renewable Energy Goals.** In 2008, the City passed a resolution supporting the goal of replacing 25% of the City’s municipal operations electric power and transportation fuels to renewable resources by 2025.
- **Planning.** The City collaborated with the City of Eau Claire and Eau Claire County to create and adopt a 25x25 Plan for Energy Independence in 2011. However, the City has not continued to active track and report its energy consumption. The City of Eau Claire recently adopted a Renewable Energy Action Plan. While not an Altoona-led initiative, the City of Eau Claire’s leadership in the Chippewa Valley on this planning effort serves a model for the City of Altoona and other communities in the area. The plan was completed in 2019 through a partnership with Xcel Energy and establishes goals, actions, and timelines for 30% greenhouse gas reduction over the next 10 years, with a target of net carbon neutrality by 2050.
- **Committing to Natural Resource Preservation and Redevelopment.** The City has established a commitment toward improving the efficiency of the built environment and preserving the natural environment. This has primarily been accomplished through continued protection of environmental corridors along Lake Altoona, the Eau Claire River, and Otter Creek, encouraging more efficient development patterns, and through implementing more stringent stormwater management standards. Additionally, the development of River Prairie is a model redevelopment in the City incorporating mixed-use development, connections to natural resources, public open space improvements, and sustainable building practices.
- **Promoting Non-Automobile Transportation.** Altoona continues to enhance multi-modal transportation options through planning and direct capital improvement. This has included a Safe Routes to School Plan, Bicycle and Pedestrian Plan (ongoing), and Park and Open Space Plan. It has also directly invested in bus route expansions in the City, bicycle trail/route/on-street connections, sidewalk enhancements, and intersection safety improvement.

CLIMATE ACTION PLANS

Wisconsin’s Changing Climate Assessment Report (2022)

The Wisconsin Initiative on Climate Change Impacts (WICCI) partnered with the University of Wisconsin-Madison and Wisconsin Department of Natural Resources to produce the Changing Climate Assessment Report for 2021. By Executive Order of the Governor, the WICCI was tasked with updating its previous report completed in 2011. New data showed that statewide temperatures are rising, rain and snow amounts are increasing, and extreme storms are becoming more frequent. Below are several of the report’s key findings:

- Wisconsin’s average daily temperature has become three degrees Fahrenheit warmer since the 1950’s.

- The previous two decades were the warmest on record and the past decade was the wettest. Average precipitation has increased 17% (about 5 inches) since 1950.
- Very extreme precipitation events will increase in frequency in the future causing immense impacts around the state.

This report documents data sets gathered from around the state by over fifty different scientists and covers impacts to air, land, water, people, and the built environment. Each section outlines solutions for mitigating further impacts and adapting to these changes. Many of the recommended strategies and solutions of the Changing Climate Assessment Report align with those of this Plan as Altoona and the greater Chippewa Valley region advance their collective effort toward climate adaptation and resiliency.

Wisconsin Clean Energy Plan (2022)

Authored by the Wisconsin Office of Sustainability & Clean Energy (OSCE) in collaboration with state agencies, local governments, native nations, frontline communities, NGO's, utility companies, and industry representatives, The Wisconsin Clean Energy Plan was developed to move the state towards the achievement of a clean energy economy and sustainable state for future generations.

As the State's first such initiative, the Clean Energy Plan represents a major step in advancing sustainability and climate action goals at the state, regional, and local levels to mitigate the effects of climate change. The plan advocates for transportation, workforce development, policy, and sustainable climate action strategies that reduce carbon emissions in the short and long-term by supporting and bolstering clean energy opportunities. Informed by the core values of environmental justice, social and economic equity, and collective action, the Clean Energy Plan achieves the objectives of:

- Putting Wisconsin on a path for all electricity consumed within the state to be 100 percent carbon-free by 2050
- Ensuring that the State of Wisconsin is fulfilling the carbon reduction goals of the 2015 Paris Agreement
- Reducing the disproportionate impact of energy generation and use on low-income communities and communities of color
- Maximizing the creation of clean energy jobs, economic development and stimulus, and retention of energy investment dollars in Wisconsin, and providing equitable opportunities to obtain them
- Improving the reliability and affordability of the energy system
- Strengthening the clean energy workforce through training and education while retraining workers affected by the transition from fossil fuels to clean energy sources to adapt to new technologies
- Protecting human and environmental health by reducing ecosystem pollution from fossil fuels

The Wisconsin Clean Energy Plan places sustainability strategies into four major pathways to create momentum towards a more sustainable society. The plan calls for increasing clean energy technology use by expanding funding options for projects, investing in sustainable infrastructure, creating new emissions goals, expanding state energy resources for generation, technology innovation, and the equitable expansion of clean energy. This can be accomplished through the implementation of new policies while leveraging and adapting existing policies and programs. The plan also endeavors to maximize energy efficiency by strengthening energy efficiency standards and goals to reduce energy waste and save consumers money on energy costs. This, along with other sustainability initiatives, can also be accomplished by modernizing buildings and industry within the state through the expansion of funding and support to help developers and businesses complete sustainable development. Supporting the innovation of transportation methods to create low to no-emission vehicles, support multimodal transportation, and promote sustainable development patterns will also help the state achieve its sustainability goals.

The City of Altoona plans to advance its own clean energy initiatives over the planning period and leverage any future opportunities provided by the state through the implementation of the Clean Energy Plan in furthering climate adaptation, sustainability, and resiliency.

PUBLIC HEALTH INITIATIVES

The City, in partnership with the Eau Claire City-County Public Health Department, provides a variety of services and advances local initiatives related to public health. These include:

- Monitoring air quality, beach quality, and private well and septic system testing.
- Administering Women, Infants, and Children (WIC) resources from for healthy food, nutrition, and access to health services.
- Providing immunization, family planning, and other testing/vaccine clinics.
- Completing region-wide Community Health Assessments and Community Health Improvement Plans, in addition to locally focused Health Impact Assessments.

Eau Claire County is designated as a Gold-level Wisconsin Healthy Community by the University of Wisconsin Population Health Institute (2019-2021). The purpose of the designation is to recognize and encourage local efforts that improve the overall community's health and well-being. It also aims to promote collaboration centered around health improvement. Some of the County's health initiatives include the enforcement of laws prohibiting alcohol sales to minors, health food in convenience stores, trauma-informed care, neighborhood associations, Nurse-Family Partnerships (NFP), proper drug disposal programs, health home environment assessments, suicide prevention training, chronic disease management, and the services listed above.

2021 Eau Claire County Community Health Assessment

The purpose of the assessment was to identify and prioritize significant community health needs, as well as to identify potential resources to address those needs. The Community Health Assessment lists 14 Health Focus Areas for Eau Claire County:

1. Drug Use
2. Mental Health
3. Alcohol Misuse
4. Obesity
5. Health Nutrition
6. Chronic Disease Prevention and Management
7. Communicable Disease Prevention and Control
8. Physical Activity
9. Healthy Growth and Development
10. Vaping/Tobacco Use and Exposure
11. Environmental and Occupational Health
12. Injury and Violence Prevention
13. Reproductive and Sexual Health
14. Oral Health

The top identified priorities were drug use, mental health, alcohol misuse, obesity, and health nutrition.

CHAPTER 4: LAND USE AND COMMUNITY CHARACTER

EXISTING LAND USE PATTERN

An accurate depiction of the City's existing land use pattern is the first step in planning for a desired future land use pattern. As of 2021, Altoona encompasses approximately 5 square miles. Figure A.4.1 summarizes the existing acreage allocated to each of the various land use categories within the municipal boundaries. The Existing Land Use pattern is also depicted on Map 3.

Agriculture

A total of 278 acres of agricultural land uses are located within Altoona. Beyond the City's boundary there are significant tracts of agricultural land uses to the south and east.

Residential Development

The largest single land use in Altoona is single family residential, at approximately 23% of the city area. This is not uncommon in that most incorporated communities have similar land use patterns. Most of these homes are connected to municipal sewer and water services, but some remain on private well and septic. Two Family Residential, Twin-Home Residential, and Multi-Family Residential land uses are located throughout the community and make up about 7% of all developed land in the City. The Hillcrest Estates Mobile Home Park accounts for 3% of the City's total land area.

Commercial Development

In Altoona, approximately 7% of land is in a commercial use. Most of this land use type is concentrated along USH 12, around the USH 53/River Prairie Drive interchange, and along Hastings Way on the boundary of Altoona and Eau Claire. There is also a small clustering around downtown.

Community-serving, larger-scale commercial and office development is generally located around the USH 53/River Prairie Drive interchange. These businesses are newer and are easily accessible from the highway. Smaller-scale auto-oriented commercial is located along USH 12 and Hastings Way. Finally, downtown offers more walkable small-scale commercial in the older core of the City.

Industrial Development

Industrial land uses make up a very small amount of the City's total area (2%). Older industrial uses are located near the rail line along Spooner Avenue and Bartlett Avenue, while newer industrial uses are concentrated at the corner of Mayer Road and USH 12.

Other Land Uses

About 379 acres within Altoona is in a park, open space, or recreational land use. Surface water and woodlands combine to make up approximately 221 acres. Community facilities such as government buildings, schools, other institutional buildings, and utilities account for about 160 acres. Road and the Union Pacific railroad rights-of-way account for 704 acres. Finally, vacant lands are those that have been subdivided into smaller developable lots, but are not developed as of the writing of this Plan. This accounts for approximately 178 acres.

Key community facilities include River Prairie Park and Cinder City Park (Altoona Hobbs Sports Center); Altoona High School, Intermediate School, and new Elementary School; City Hall and Public Library, and the Eau Claire County Highway Shop which will soon be the City Public Works facility.

Figure A.4.1: Existing Land Use Totals

Existing Land Use	Acres	Percent
Agricultural	278	8.4%
Single-Family Residential	768	23.1%
Twin-Home Residential	40	1.2%
Two-Family Residential	46	1.4%
Multi-Family Residential	135	4.1%
Mobile Homes	106	3.2%
Commercial	230	6.9%
Industrial	74	2.2%
Governmental/Institutional	120	3.6%
Recreational	379	11.4%
Right-of-Way (Roadways and Railroad)	707	21.3%
Utilities	40	1.2%
Forest	50	1.5%
Vacant	178	5.4%
Surface Water	171	5.1%
Total	3,324	100%

Source: City of Altoona, V&A, 2022

EXISTING LAND USE CONFLICTS

The most prominent land use conflict in Altoona centers on the railroad that bisects the community to the north and west. Generally, the railroad has significant impacts on nearby land uses (noise) and acts as an access barrier between Lake Altoona to the north and much of the rest of the City to the south. Light industrial land uses that have traditionally been developed surrounding the railroad remain in several areas and are now located directly adjacent to many neighborhoods.

LAND DEVELOPMENT TRENDS

A review of historical land development trends provides a foundation for projecting future land demand for new housing, commercial, and industrial development. Residential land development has experienced tremendous growth over the past decade. Nearly 1,500 new dwellings have been created in the City since 2010, as shown in Figure A.4.2. This is in contrast to many small communities in the state that have experienced little housing growth post-Recession.

Altoona’s housing composition has traditionally been dominated by single family homes. However, that has begun to change over the past decade, with the addition of over 700 new multi-family dwellings since 2010. By comparison, there were only 16 new multi-family dwellings constructed in the entire decade of 2001-2010. See Figure A.4.3. This has started to shift the housing unit makeup of the community to be more balanced in terms of housing choices available.

New commercial and light industrial development in the City is generally occurring within River Prairie and along USH 12. While River Prairie is nearly built out, additional opportunities for new development exist along USH 12 as Altoona continues to grow south and east, in addition to infill and redevelopment areas within the existing municipal boundaries. In total, between 2010 and 2021, approximately 900,000 square feet of new commercial and industrial space has been constructed in the City, of which over 650,000 square feet is in River Prairie.

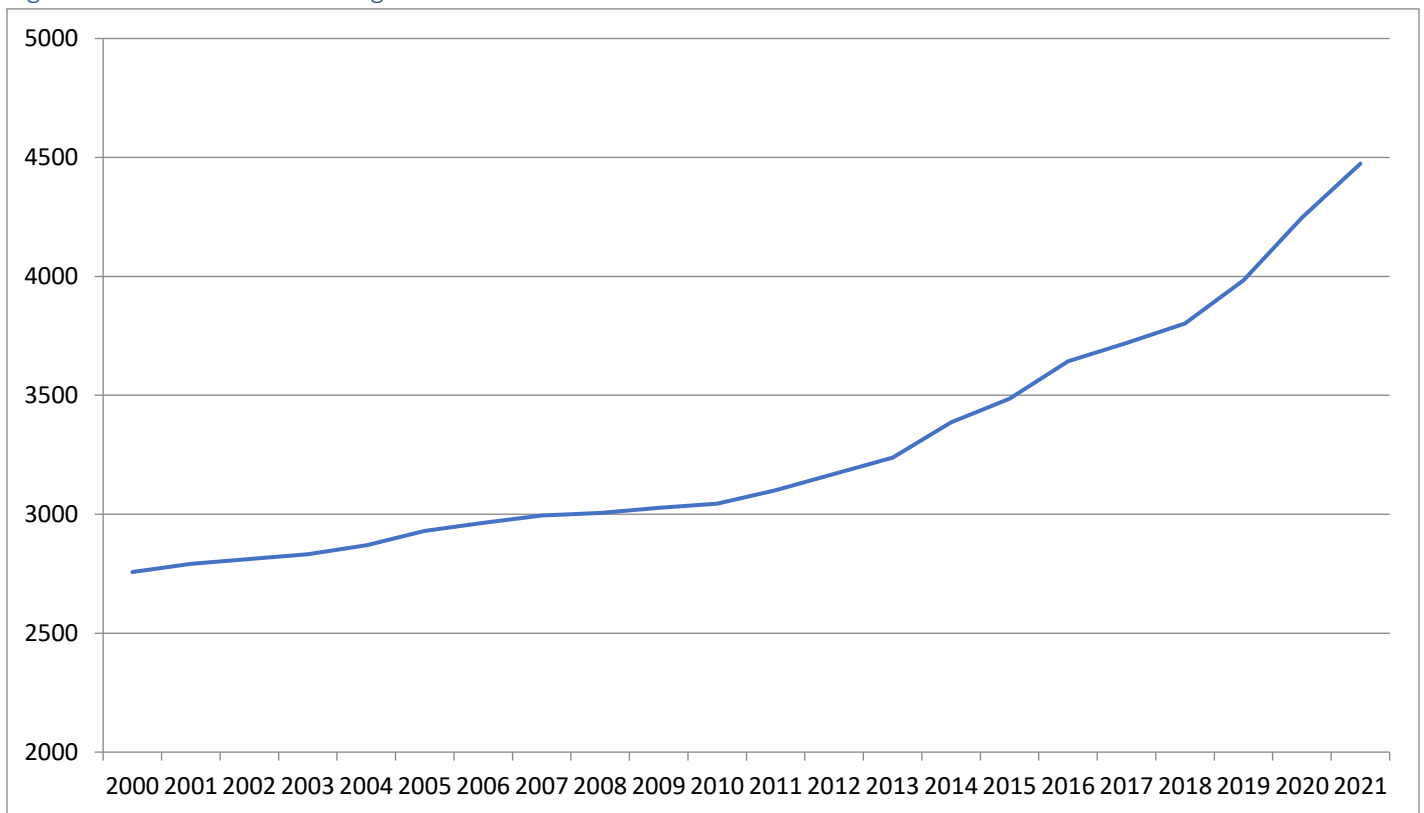
Overall, new residential neighborhood developments and some new commercial and light industrial developments will be needed over the planning period to accommodate anticipated growth as shown in the population projections (Figure A.2.3).

Another important factor to consider in planning for future growth and development is the City’s municipal tax rate in comparison to other surrounding communities, as shown in Figure A.4.4. Between 2015 and 2020, Altoona’s and most surrounding communities’ tax rates decreased, however Altoona’s overall tax rate remains the highest. Additionally, all incorporated communities maintained significantly higher rates than neighboring towns. This is very common throughout Wisconsin because of the greater number of services provided within an incorporated municipality verses an unincorporated municipality.

Trends in Altoona’s land market show a very similar situation as the construction trends above, with much more significant growth occurring over the past decade than between 2000 and 2010, as shown in Figure A.4.5. Overall, equalized land values in Altoona have increased by 241% since 2000. This is a similar trend to most of the neighboring communities; however, the City grew by percentage at a much higher rate. If development trends continue at similar rates over the planning period, land values will most likely increase at similar rates.

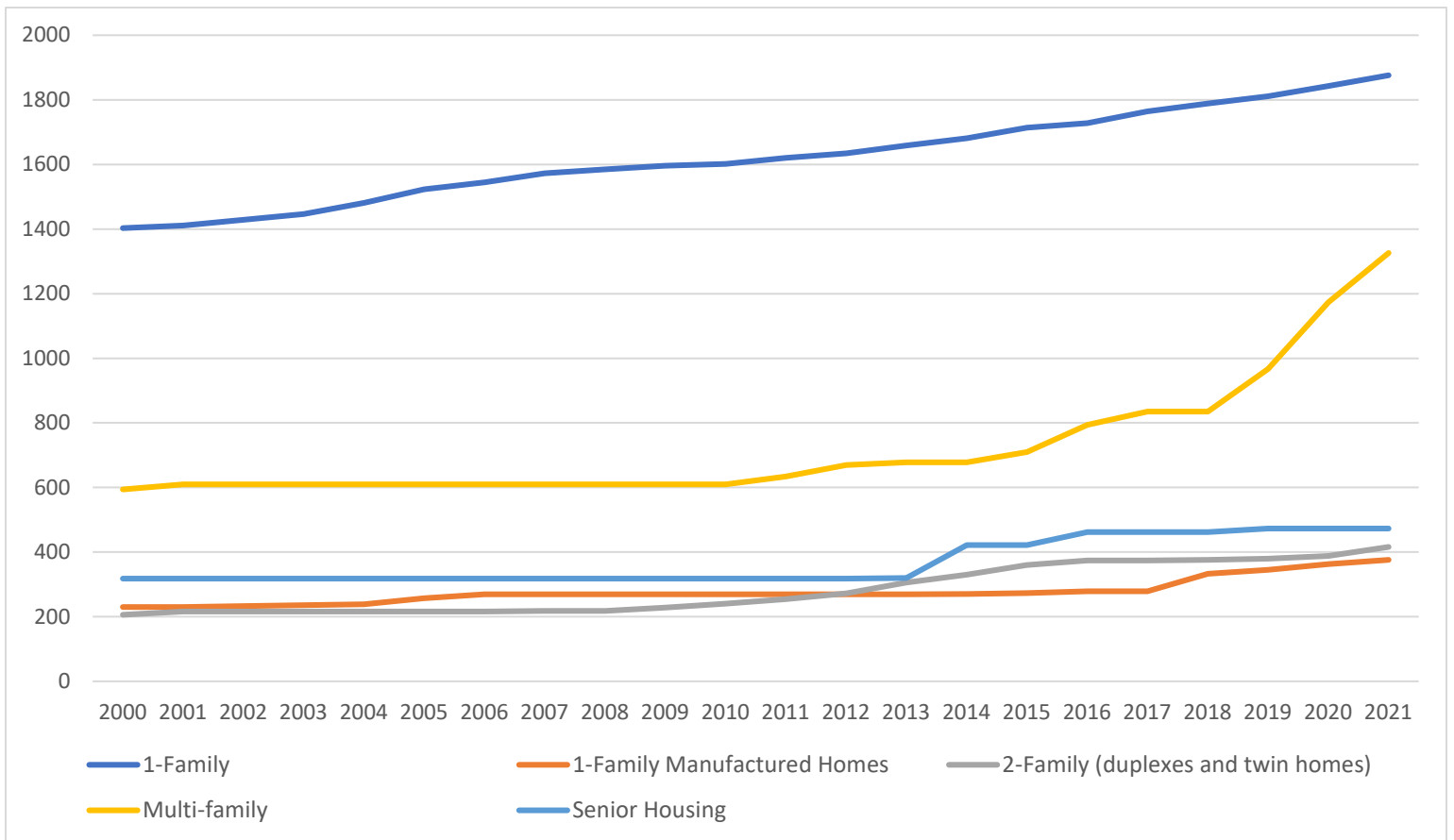
In analyzing Altoona’s equalized land values by type (Figure A.4.6), it is no surprise that residential experienced a large increase, but so did commercial and industrial land values. This can be attributed to the City’s large number of new housing units, population increases, build out of River Prairie, and local industrial expansions. Altoona is slowly diversifying its tax base, but residential still remains the highest total land value type.

Figure A.4.2: Total New Housing Units



Source: City of Altoona, 2022

Figure A.4.3: New Dwellings By Building Type



Source: City of Altoona, 2021

Figure A.4.4: Gross Municipal Tax Rate Per \$1,000 in Value

	2015	2016	2017	2018	2019
City of Altoona	\$23.85	\$23.01	\$22.09	\$21.51	\$21.13
City of Eau Claire	\$22.70	\$23.22	\$22.53	\$21.19	\$20.78
Village of Lake Hallie	\$18.60	\$18.19	\$17.51	\$18.33	\$17.16
City of Chippewa Falls	\$22.41	\$21.63	\$20.95	\$22.11	\$20.67
Town of Seymour	\$17.78	\$17.88	\$17.41	\$16.99	\$16.56
Town of Washington	\$15.39	\$15.57	\$15.29	\$14.96	\$14.71

Source: Wisconsin Policy Forum, 2021

Figure A.4.5: Equalized Value Comparison

	2000	2010	2020	2000-2020 Change	2010-2020 Change
City of Altoona	\$236,592,900	\$383,350,000	\$806,015,500	241%	110%
City of Eau Claire	\$2,706,974,200	\$4,224,623,800	\$6,119,427,100	126%	45%
Village of Lake Hallie	N/A	\$501,357,300	\$750,359,400	NA	50%
City of Chippewa Falls	\$535,833,800	\$751,396,500	\$1,227,874,800	129%	63%
Town of Seymour	\$145,709,400	\$250,294,200	\$356,472,900	145%	42%
Town of Washington	\$385,214,300	\$626,819,300	\$857,315,000	123%	37%

Source: Wisconsin Department of Revenue, 2021

Figure A.4.6: City of Altoona Equalized Value By Type

	1990	2000	2010	2020	1990-2020 Change	2010-2020 Change
Residential	\$77,868,800	\$170,861,100	\$268,334,700	\$462,036,100	493%	72%
Commercial	\$23,645,300	\$59,138,100	\$100,443,300	\$311,721,500	1,218%	210%
Personal	\$3,281,500	\$6,050,500	\$7,510,000	\$16,763,900	411%	123%
Manufacturing	\$153,100	\$543,200	\$6,889,300	\$15,212,900	9,837%	121%
Undeveloped	\$0	\$0	\$31,900	\$64,000	N/A	101%
Agricultural	\$0	\$0	\$140,800	\$217,100	N/A	54%
All	\$104,948,700	\$236,592,900	\$383,350,000	\$806,015,500	668%	110%

Source: Wisconsin Department of Revenue, 2021

LAND SUPPLY

The supply of land available for development includes areas of the City that have been planned or approved for development, but are not yet completed; vacant areas within the City that have not been approved or platted for development; developed land within the City that is appropriate for redevelopment; and land that is not within the corporate limits of the City, but is potentially available for future expansion. As a suburban community, directly adjacent to incorporated communities and Lake Altoona, the City has limited opportunities for future municipal expansion (south and east). However, there is still a large land supply available in this area for new development.

The land available for development is determined by several factors:

- Wetlands, floodplains, water bodies, public ownership, conservation easements, or other characteristics that make not suitable for development
- Other potential building limitations (e.g. infiltration area, steep slopes, shallow depth to water table, and hydric soils) will also influence which undeveloped areas are actually appropriate for developed uses
- Drainage basins (and the relative ability to efficiently provide lands with urban services like sanitary sewer) also form opportunities and limitations for development
- Man-made barriers including railroads, bridges, highways, and neighboring municipality’s policies, growth areas, and existing developed lands also limit future developable land areas

Taking these factors into account, the optimal areas for future growth are infill and redevelopment in key locations along major corridors and in the downtown, undeveloped lands south of USH 12 to Prill Road, east of the city and north of USH 12 to the railroad, and east along USH 12 to 9 Mile Creek Road.

PROJECTED LAND USE DEMAND

The ever-changing national, regional, and local market trends, policies, and future priorities will continue to drive population change, household size, the balance of residential and non-residential uses, and the density of development in the Altoona area. These factors, in turn, determine the demand for land development.

Wisconsin statutes require comprehensive plans to include projections, in five-year increments, for future residential and non-residential land uses in a community over the planning period. As described in Issues and Opportunities Chapter, for the purposes of this Plan, population change over the next twenty years will be based on the Compounded Growth Projection based on 2000-2021 population change.

Figure A.23 presents the projected land use demand for the City through the year 2042. The following analysis for land use demand considers several factors:

- **2021 to 2042 Population Change:** For the purposes of this Plan, the City’s 2042 population is projected to be 11,557, or an additional 2,906 new residents. This figure is based on the actual population growth that occurred between 2000 and 2021. (Additional population projections were prepared and considered in the development of this Plan; these are discussed in the Chapter 2 section of this Appendix.)
- **Projected Number of New Households in 2042:** The projected number of new households is based on the projected population growth divided by the projected average household size for the given five-year increment. The WI DOA projects that household size will decrease in Altoona over the next 20 years; however, U.S. Census American

Community Survey data has shown a continued increase in average household size over the past 20 years. Due to these differences, a constant average household size was used to project the future number of households (2.36 through 2042). This aims to account for differences between the data.

- **Projected Residential Acreage Demand:** The City’s desired average future residential density is approximately 6 dwelling units per gross acre. This was used to calculate the projected number of residential acres needed to meet the desired future density.
- **Non-Residential Acreage Demand:** The City chose to prioritize a mixture of residential and non-residential development in the future. It was assumed that for every new acre of residential development, 1/3 of an acre would be need for additional non-residential development.
- **Preliminary Acreage Demand:** The land use projections assume that approximately 33% of any new development will be needed for roads and utilities, sidewalks, parks, etc.
- **Flexibility Factor:** Because Altoona cannot guarantee the timing and location of new development, it is prudent to incorporate a flexibility factor into projections of land use demand to ensure that the actual supply of land appropriate for development will be available to meet expected demand. Providing a flexibility factor can also serve to keep land prices in check. In addition, providing alternative areas for growth is critical to preventing drastically uneven patterns and rates of growth that can make providing utilities and services inefficient or costly. Finally, the rationale for some flexibility in the land supply could provide a reasonable basis for negotiating adjustments to the approved Urban Service Area (the WCWRPC- and State-approved boundary for public water and sanitary sewer service provision, beyond which the City and sewer district is not allowed to extend municipal sanitary sewer service). The assumed flexibility factor was two times the preliminary acreage demand.

Figure A.4.7: Projected Land Use Demand

	Projection Used	2020-2025	2025-2030	2030-2035	2035-2040	Total
Projected Population Increase ⁽¹⁾	Compounded Growth 2000-2021	491	653	699	1,063	2,906
New Household Projection Increase ⁽²⁾	Compounded Growth 2000-2021	208	276	296	451	1,231
Residential Acreage Demand ⁽³⁾	Compounded Growth 2000-2021	35	46	49	75	205
Non-Residential Acreage Demand ⁽⁴⁾	Compounded Growth 2000-2021	11	15	16	25	68
Preliminary Acreage Demand ⁽⁵⁾	Compounded Growth 2000-2021	61	82	87	133	363
Flexibility Factor ⁽⁶⁾	Compounded Growth 2000-2020	123	163	175	266	726

1. Projection based on a linear growth equation using population changes between 1990-2020.
2. Source: WI DOA, 2013 average household size projections by municipality 2020-2040.
3. Assumed 6 dwelling units per acre.
4. Assumed every new residential development would include a minimum of 33% additional acres for non-residential development.
5. Sum of residential acreage demand and non-residential acreage demand, in addition to an assumed 33% more land area needed in every new development for roads, stormwater management, utilities, sidewalks, parks, etc.
6. Assumed 2x the preliminary acreage demand total as a margin of error.

Based on the above calculations, it is projected that the City of Altoona will need approximately 726 additional acres of land to meet the projected population and housing growth over the next twenty years. The City’s Future Land Use Map (Map 4) shows greater than 726 acres for future City growth in existing undeveloped areas. The projections and map are different because of the uncertainty and unpredictability regarding when land will become available for development, in large part due to property owner’s decisions. Additionally, this Plan prioritizes a combination of infill development, redevelopment, and new development both within the City’s existing boundaries and beyond. As documented in the Alternative Growth Scenario Plans in Chapter 4 of the Plan, infill and redevelopment were accounted for in terms of helping to meet some of the projected population and housing demand. Depending on how much infill and redevelopment takes place will also impact the amount of additional land will be needed beyond Altoona’s boundaries. The combination of these factors results in the need to provide flexibility in the amount of land shown for future development on the Future Land Use Map (Map 4), the projections above, and the Alternative Growth Scenario Planning analysis.

LAND USE PLANS

The following section provides an overview of adopted land use plans that intersect with and influence land use planning for the City of Altoona.

West Central Wisconsin Regional Planning Commission Comprehensive Plan (2010)

Covering Barron, Chippewa, Clark, Dunn, Eau Claire, Polk, and St. Croix Counties, the West Central Wisconsin Regional Planning Commission (WCWRPC) produced a regional Comprehensive Plan in 2010. This document covers the same topics of the City of Altoona's Comprehensive Plan, but with a regional scope and context. Many of the goals, objectives, strategies, recommendations, and the overarching vision statement align with Altoona's Comprehensive Plan. Specifically related to land use planning, the regional plan includes two overarching goals:

- Our land use patterns will reflect: distinct urban centers of sustainable, mixed-use design, efficient and cost-effective infrastructure and services, and multi-modal transportation options; and, rural areas where working lands, natural resources and traditional rural character are preserved.
- All levels of government will work cooperatively to realize their respective land use goals and mutual benefits through open and responsive processes.

Land use strategies aimed at achieving these goals include utilizing land use best practices, creating multi-modal transportation opportunities, fostering infill and redevelopment, continuing to promote rural preservation, leveraging available resources, collaborating with neighboring jurisdictions, increasing public engagement in land use planning, and overall improving plan consistency throughout the region.

Eau Claire County Comprehensive Plan (2020)

The Eau Claire County Comprehensive Plan was updated in 2020. It too aligns with and reflects many of the goals, objectives, strategies, and recommendations of the City of Altoona's Comprehensive Plan. Specifically, the County's land use goals include maintaining mutually beneficial relationships with all jurisdictions serving county residents, ensuring new development is harmonious with the existing built and natural environment, and balancing land use regulations with individual property rights. Overall, the plan calls for maintaining a future land use plan that balances agriculture, housing, business and industry, public uses, and the preservation of open space and natural resources.

City of Altoona Comprehensive Plan (2009)

Building on the City's first Comprehensive Plan in 1999, the City of Altoona adopted an update to the Comprehensive Plan in 2009. The 2009 Plan did not anticipate the rapid growth experienced in the community over the past decade. It utilized data from the early 2000s when population and development growth were at a much slower pace. Many of the goals, objectives, policies, and recommendations from the 2009 version of the plan were incorporated into this Plan, but were updated to reflect current trends, practices, and policy objectives.

The previous Comprehensive Plan also explored two different alternatives in terms of future growth. Both anticipated future growth to occur to the south and west, in addition to the redevelopment of River Prairie and other corridors. Alternative 1 did not show urban growth beyond the 2009 Urban Service Area, whereas Alternative 2 showed urban growth for the full extent of the City's 1.5-mile extraterritorial jurisdiction. The alternatives were combined into the adopted Future Land Use Map attempting to balance both growth options.

COMMUNITY CHARACTER COMPONENTS

Altoona has been and remains a highly desirable place to live, work, and visit. An important aspect of this is the City's commitment to high quality of life and community character. The following aesthetic components of development contribute to Altoona's unique community character.

Natural Environment

A defining element of the City's character is the natural environment, which includes Lake Altoona, the Eau Claire River, Otter Creek, and the rolling topography and dense woodlands that surround them. To the south and east, productive agricultural lands help define the surrounding countryside. Overall, the landscape and natural components of the area evoke a strong sense of place throughout the region.

Connectedness of the Transportation Network, Accessibility, and Walkability

One of the most distinct features of the urban core versus the periphery is the transportation network hierarchy. In both Old Altoona and the new River Prairie development, there is an increased level of pedestrian and bicycle facilities, accessibility, infrastructure, and interconnectedness because of the urban form, density, natural features, and more traditional development patterns, in comparison to the edges of the community where winding and dead-end roads create barriers to pedestrians and bicyclists. However, through the use of interconnected paths, trails, sidewalks, enhanced crossings, on-street facilities, and modernized traffic patterns, the overall transportation network can be improved. All future transportation infrastructure and development should keep in mind the larger network and how to continue to increase its interconnectedness, mode choice, and reduce reliance on automobile transportation.

Density and Intensity

Altoona has a variety of urban forms including suburban design, commercial office parks, suburban strip commercial, and mixed-use centers. Some offer well designed transitions and interactions between density and character creating a sense of place and identity, others are a product of segregated uses and densities. As new development and redevelopment occurs, applying urban design best practices will be required to integrate and manage transitions between densities and intensities, and between existing and new development, to create desirable and accessible places to live and work that align with the community's vision and values as expressed in this Plan.

Building Scale

Carefully planned appearance, building configuration, and site layout can help to incorporate buildings of various scales between new development and existing development, particularly in residential neighborhoods. Thoughtful consideration should be made to integrate different densities, intensities, and building scales in a manner that creates the appearance of a cohesive neighborhood, rather than defined and segregated uses, densities, and scales.

Building Footprint

Consistent building setbacks are also important in both residential and non-residential areas. Where building setbacks are allowed to vary, they should vary only in a carefully planned manner. Restrictive covenants and zoning effectively address this concern. Minimal and zero- setbacks are essential to creating and maintaining a true pedestrian-oriented character. The design and features of this setback zone, and the interactive features of the building front, are equally important to create an interactive streetscape that is interesting, functional, and encourages people to utilize and enjoy these spaces. This was achieved with the River Prairie development and should be replicated downtown and within new mixed-use centers.

Architecture

Architectural styles can provide an opportunity to promote the community's character and assist in achieving its vision for the future. Infill and redevelopment should incorporate high-quality materials, pedestrian-orientation, and visual interest that transitions well within its existing surroundings. In peripheral locations and new development areas, styles should be of probable long-term merit rather than reflective of short-term trends. Quality materials should be stressed, and the relative availability and affordability of the dominant architectural elements should be ensured.

Landscaping

Landscaping standards that encourage ecologically sound and visually attractive practices should be required of all forms of development. Landscaping should be encouraged around building foundations, in and around paved areas, and along streets with required supplemental plantings in "yard" areas. Landscaping in front setback areas should be of particular attention to contribute to an active and attractive streetscape.

Landscaping materials should be of adequate size to ensure both a high degree of survivability and immediate visual effectiveness. Invasive plant species should be prohibited, and non-native or low-durability species (such as box elders, silver maples, and certain willows and poplars) should be avoided, as should dangerous or toxic plants such as certain hawthorns or poison sumac. Landscaping should be installed before building occupancy, or, alternatively, performance guarantees should be required in the absence of installation. Preservation of existing trees should also be prioritized.

Lighting and Signage

Lighting and signage have a dramatic impact on a community's character. Aesthetic considerations of signage and lighting are important to enhancing the economic value and community's character of the City. In communities where a natural setting is critical, strong control over the intensity and spread of lighting for streets, buildings, parking lots, and pedestrian areas are critical. Such control should also strongly limit the variation of lighting levels on a site, and the visibility of light bulbs and other sources. Several communities have developed "dark sky" ordinances that provide these regulations and could be model for Altoona's exterior lighting performance requirements.

Public Art and Public Furnishings

The use of public art and furnishings conveys a sense of public investment, uniqueness, history, culture, and pride in a community that cannot be replicated through other means, particularly in areas with many visitors. Such investments create a festive community character which encourages repeat visits. The use of public art and furnishings, particularly in public spaces relating to waterfronts, plazas, trailheads, busy pedestrian streets, business districts, and institutional uses, should be encouraged. In all instances, these furnishings should be of high aesthetic quality and proven durability. These investments may support local artists and invite attention to arts and creativity. River Prairie serves as an example of successfully integrating public art and furnishings to create a sense of place and draw visitors from around the region.

CHAPTER 5: HOUSING AND NEIGHBORHOODS

EXISTING HOUSING INVENTORY

Below is a summary of the City's housing trends over the past 20 years. Detailed housing units and households' data are provided in the Chapter 2 portion of Appendix A.

- Altoona experienced rapid population growth between 1970-2000, with relatively little growth between 2000-2010. This trend then reversed over the last decade with population increasing by nearly 30% between 2010 and 2020.
- Nearly 1,500 new dwellings have been constructed in the City since 2010.
- Average household size in the City has *increased* over the past 20 years (2.3 in 2000, 2.36 in 2019). This is notable, as many Wisconsin communities experienced a decrease in average household size over that time period.
- Approximately 64% of dwellings are owner-occupied, which is a similar figure to many neighboring incorporated communities.
- Median owner-occupied home values in Altoona increased significantly over the past two decades.
- Both median gross monthly rents and monthly owner-occupied costs have increased faster than area median income over the past two decades.
- It is projected that the City could increase by over 2,900 new residents and 1,200 new households over the planning period.
- The City's housing stock has diversified over the past decade, with an increase in new two-family, multi-family, and senior housing options, however single family homes remain the predominate unit type.
- 26% of Altoona households are housing cost burdened (spending greater than 30% of their income on housing), a comparable percentage to that of Eau Claire County and Wisconsin.

HOUSING PROGRAMS

The following programs and organizations provide assistance to rent, purchase, or renovate housing. These programs are generally available to low- and moderate-income individuals and those with disabilities. In addition to the programs listed below, information regarding numerous other housing programs is available through the U.S. Department of Housing and Urban Development (HUD).

Community Development Block Grant (CDBG) Small Cities Housing Program

Local governments and counties can apply for CDBG funds for a variety of projects to principally benefit low- and moderate-income households. Eligible projects include home rehabilitation assistance, programs to provide homeownership opportunities to renters, payment of relocation costs, small public facilities projects, demolition or removal of buildings, conversion of buildings to low- or moderate-income dwelling units, acquisition of property for the construction of low- to moderate-income dwelling units, and site improvements for the construction of low- to moderate-income dwelling units. This program is administered by the Wisconsin Department of Administration, Division of Energy, Housing, and Community Resources (DEHCR).

HOME Investment Partnership Program

This program utilizes federal grants to provide money to states and localities that can be used to fund a range of activities that build, buy, and/or rehabilitate affordable housing for rent or homeownership or provide direct rental assistance to low-income people. Wisconsin has prioritized homeownership and the conservation of quality owner-occupied housing for these federal funds. Homebuyer assistance and owner-occupied rehabilitation are some of the eligible activities Wisconsin DEHCR offers.

Housing Cost Reduction Initiative (HCRI)

This is another Wisconsin DEHCR program using state funds to award grant money to homebuyers for the purchase of affordable homes or to prevent foreclosure. Eligible grant applicants include counties, cities, village, or towns, among other non-profit and other organizations.

Downpayment Plus (DPP) and Downpayment Plus Advantage

Downpayment Plus and Downpayment Plus Advantage are down payment and closing cost assistance programs available to low- and moderate-income homebuyers. Both programs are funded by the Federal Home Loan Bank of Chicago's (FHLBC) Affordable Housing Program (AHP). Funding through these programs is available to FHLBC member financial institutions. A grant is paid on behalf of the borrower at the time of closing. To qualify for DPP, borrowers must earn at or below 80 percent of the area median income, sign a five-year retention agreement, participate in homebuyer counseling, and use the home as their primary residence.

Eau Claire County and Altoona Housing Authority

Several programs are provided by the Housing Authority which offer services and opportunities for residents of Altoona. These programs include the Section 8 Housing Choice Voucher Program, Altoona Public Housing, Family Self-Sufficiency Program, and Housing Rehabilitation Program. The Housing Authority is located in downtown Altoona at the Eau Claire County Agriculture and Resource Center, providing easy access for City residents.

Western Dairyland Economic Opportunity Council (WDEOC)

Offering a wide variety of services, the WDEOC, works to alleviate poverty-related conditions in communities across Eau Claire, Buffalo, Trempealeau, and Jackson Counties. While their services range well beyond just housing, a few specific to that subject include operating homeless shelters, the Housing First program to provide long-term services to chronically homeless individuals and families, the Rapid Rehousing program which assists in moving people into permanent housing situations, and offering first time homebuyer loans and down payment assistance. More on the WDEOC can be found in the Economic Development Chapter.

Wisconsin Housing and Economic Development Authority (WHEDA)

The state offers home buyer education, home loan lenders, and a variety of programs for purchasing or refinancing. They also work with municipalities and developers in promoting new affordable housing units throughout the state using low-income housing tax credits (LIHTC). There are two types of LIHTC's that WHEDA administers, the 9% Federal Housing Tax Credit and the 4% State Housing Tax Credit. Eligible projects are competitively awarded each year.

Tax Incremental Districts (TIDs)

In 2009, the state amended the Tax Incremental Financing enabling law to allow municipalities to keep a district open for an additional year and allocate that increment to affordable housing efforts. In the future, the City could utilize this strategy in successful and expiring TIDs to provide additional funds for affordable housing units. With all three existing Altoona TIDs to close in the next ten years, the City should consider utilizing this tool to create and fund various qualifying affordable housing programs, and to create a focused plan to effectively utilize these resources for the greatest impact.

HOUSING PLANS

West Central Wisconsin Regional Planning Commission Comprehensive Plan (2010)

Covering Barron, Chippewa, Clark, Dunn, Eau Claire, Polk, and St. Croix Counties, the West Central Wisconsin Regional Planning Commission (WCWRPC) produced a regional Comprehensive Plan in 2010. This document covers the same topics of this Plan, but with a regional scope and context. Many of the goals, objectives, strategies, recommendations, and the overarching vision statement align with Altoona's Comprehensive Plan. The regional plan includes two overarching goals specifically related to housing:

- West central Wisconsin will have a range of affordable, efficient housing options that provide a safe, healthy living environment.
- Maintain our existing housing stock, preserve traditional residential neighborhoods, and encourage new housing to be developed in a manner which is consistent and compatible with the context of its surroundings.

Chippewa Valley Housing Task Force Recommendations (2019)

The task force was created in 2018 to increase the collective understanding, identify constraints, investigate potential solutions, generate recommendations, and increase collaboration to address housing issues in the region. The final report was produced in 2019 included recommendations for development regulations, policies, public-private partnerships, public funding, and civic strategies.

City of Altoona Housing Action Plan (2019)

Based on the work of the Chippewa Valley Housing Task Force, the City established its own Housing Action Plan in 2019. This Plan customized the recommendations of the Task Force to best fit the City of Altoona related to development regulations, policies, funding, partnerships, and civic opportunities. Each topic includes short, mid, intermediate, and long-range strategies for the City to addressing existing housing issues.

The recommendations of both the Task Force and Housing Action Plan have been integrated into the goals, objectives, policies, and recommendations on this Plan.

CHAPTER 6: ECONOMIC DEVELOPMENT

WORKFORCE TRENDS

Below is a summary of existing and past workforce trends in Altoona and the region:

- Top occupations of Altoona residents were transportation and material moving, office and administrative support, and healthcare. In the greater metro area (Eau Claire MSA), they were office and administration, sales, transportation and material moving, production, and food preparation and services. (2020)
- Fastest-growing occupations in Altoona were transportation and material moving financial, construction, healthcare, and computer occupations are all also experiencing growth. In the greater metro areas, fastest-growing occupations were business and finance, transportation and material moving, healthcare, and construction. (2020)
- The highest location quotient ratio for occupations in the City was transportation and material moving (over 2.0). In the greater metro areas, it was production. (2020)
 - Location quotient is the ratio of employment in a particular industry in Altoona compared to employment in that industry nationally. The ratio indicates whether there is a concentration of employment in a given industry within the City, compared to nationally, suggesting industry specialization or competitive advantage. Disruptions to sectors with a high location quotient could disproportionately impact the community.
- The top-earning occupations in the City include management, architecture and engineering, science, healthcare, and computers. Top-earning occupations in the region are management, architecture and engineering, healthcare, computers, and science. (2020)
- In the region, 93% of the population had a high school degree or higher and 28% had a bachelor's degree or higher. The most in-demand skills in the region were merchandising, nursing, life support, and restaurant operation. (2020)

(Source: EMSI, 2021)

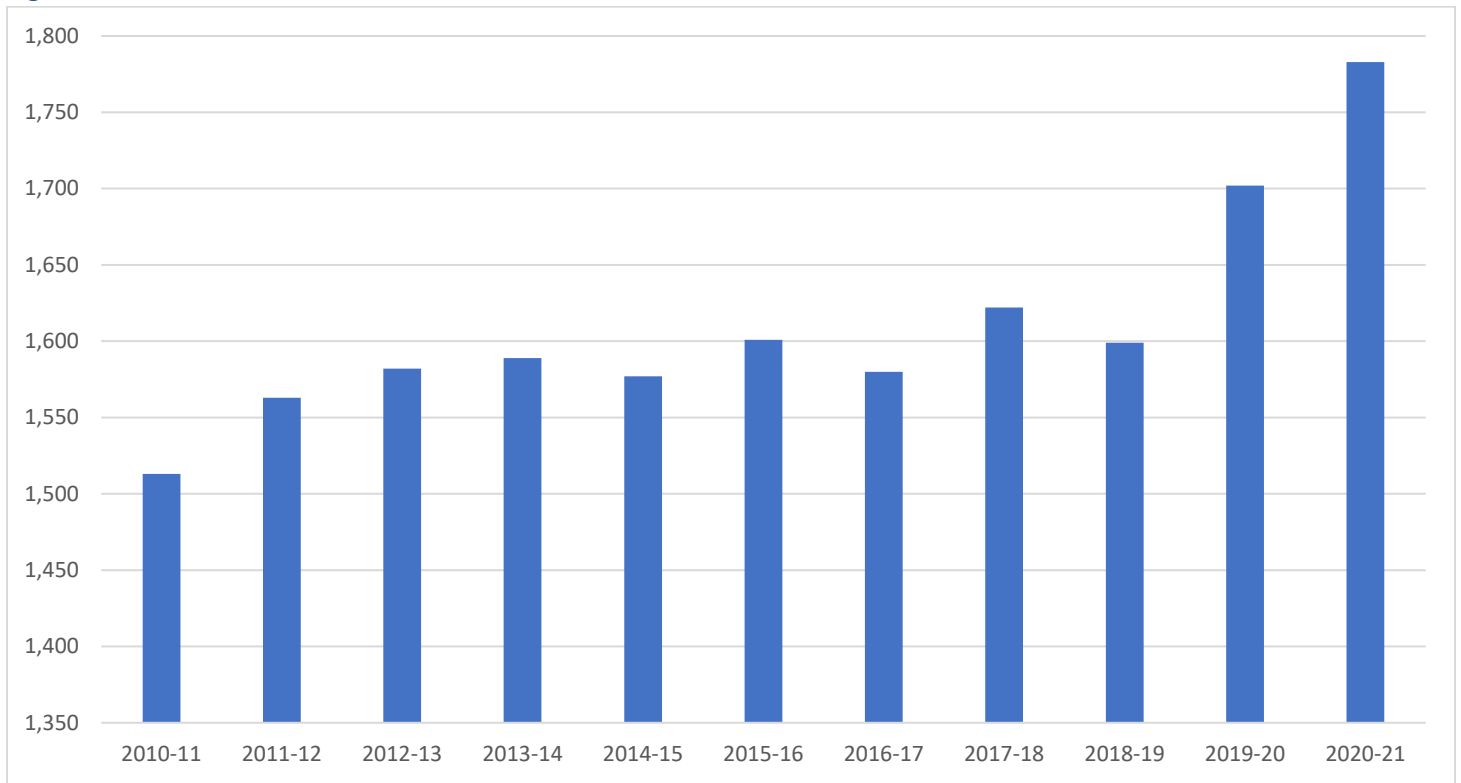
The City of Altoona's workforce is interconnected with the greater Chippewa Valley. Over 90% of people who live in the City and are employed work in municipalities other than Altoona (Figure A.6.8). As shown above, many of the same top, fastest-growing, and highest-earning occupations are very similar to those of the greater metro area. Overall, the City of Altoona's residents are mostly employed in the management, business, science, and arts industries (38%), in addition to sales and office industries (29%) (Figure A.6.3). This reflects similar patterns in 2000.

The Wisconsin Department of Workforce Development calculated employment projections between 2018 and 2028 by occupational group for Eau Claire, Barron, Chippewa, Clark, Pepin, Pierce, Polk, and St. Croix Counties combined (Figure A.6.4). These projections provide a look into where the region may be headed in the future. To note, some of the projected fastest-growing occupations include professional and business services and education and health services, both areas that fit within the traditional occupations of City residents. Over the next 20 years, continuing to grow these occupations within the City and Eau Claire County will help the local economy adapt to changing demands and drive economic growth in the future.

Another key component to understanding the City's workforce is education. Over 90% of the City's population over the age of 24 years old have graduated high school and 30% have a bachelor's degree or higher. Both are very similar percentages to the greater metro area and the state as a whole (Figure A.6.5). As the economy continues to evolve over the next 20 years, it is critically important to have a prepared and educated workforce ready to adapt to new technologies and innovations. This provides opportunities for local employers and the continued expansion of the local economy.

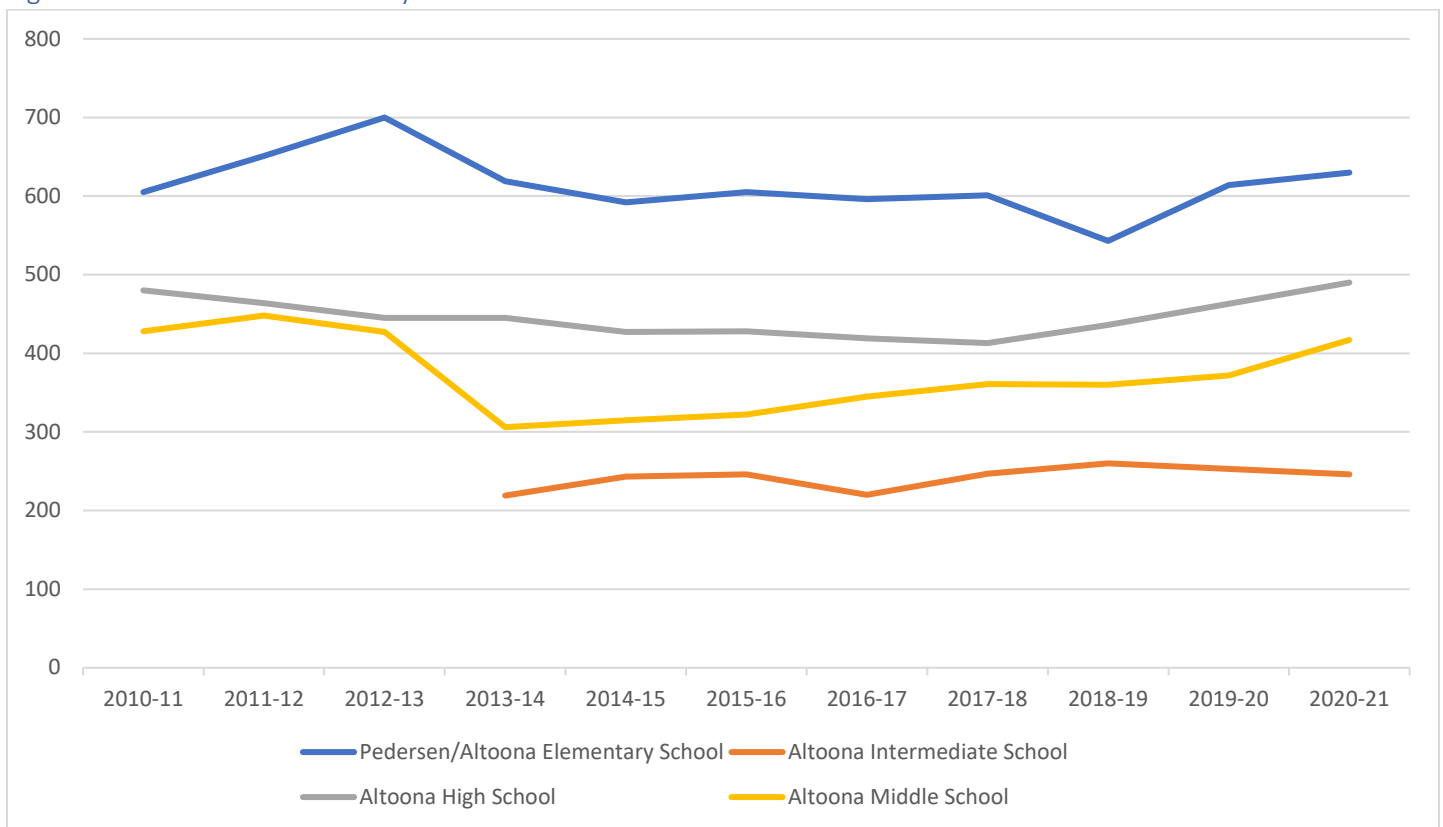
At the local level, enrollment in the Altoona School District has increased rapidly over the past decade (18%) (Figure A.6.1 and A.6.2). This is mainly in response to the significant growth in housing and population over that time period. Overall, the District plays a key role in workforce preparedness of future generations. It continues to add new programs and is highly ranked among School Districts in the state. Maintaining a high-quality education system in the City and providing local employers with skilled workers are both key components of improving and adapting the workforce over the next 20 years.

Figure A.6.1: Altoona School Total Enrollment



Source: Wisconsin Department of Public Instruction, 2021

Figure A.6.2: School Enrollment By School



Source: Wisconsin Department of Public Instruction, 2021

Figure A.6.3: Occupational Groups

	2000	2010	2019*
Management, Business, Science, and Arts	34%	33%	38%
Service	13%	12%	12%
Sales and Office	30%	29%	29%
Natural Resources, Construction, and Maintenance	9%	10%	6%
Production, Transportation, and Material Moving	15%	16%	15%

*Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates.

*Source: U.S. Census Bureau, 2000-2010 Census.

Figure A.6.4: Eau Claire, Barron, Chippewa, Clark, Dunn, Pepin, Pierce, Polk, and St. Croix County Employment Projections

	2018 Total	2028 Projected Total	Total Change	Percent Change
All Industries	222,885	235,100	12,215	5.5%
Natural Resources and Mining	4,738	4,937	199	4.2%
Construction	8,449	9,935	1,486	17.6%
Manufacturing	36,716	37,701	985	2.7%
Trade, Transportation, and Utilities	40,223	42,442	2,219	5.5%
Information	1,607	1,558	-49	-3.0%
Financial Activities	7,112	7,360	248	3.5%
Professional and Business Services	15,662	16,725	1,063	6.8%
Education and Health Services	50,932	55,056	4,124	8.1%
Leisure and Hospitality	21,133	22,930	1,797	8.5%
Other Services (Except Government)	8,380	8,629	249	3.0%
Government	11,723	11,733	10	0.1%
Self-Employed and Unpaid Family Workers	16,160	16,094	-66	-0.4%

Source: Department of Workforce Development State of Wisconsin Southeast Workforce Development Area Industry Projections, 2021

Figure A.6.5: Educational Attainment – Population 25 and Older

	High School Graduate (or higher)			Bachelor's Degree (or higher)		
	2000	2010	2019*	2000	2010	2019*
City of Altoona	90%	92%	94%	27%	28%	30%
City of Eau Claire	90%	93%	94%	29%	32%	34%
Village of Lake Hallie	-	91%	98%	-	20%	19%
City of Chippewa Falls	84%	89%	92%	16%	18%	22%
Town of Seymour	89%	81%	96%	22%	19%	35%
Town of Washington	92%	87%	98%	35%	26%	37%
Chippewa County	84%	88%	93%	15%	18%	21%
Eau Claire County	89%	92%	94%	27%	30%	32%
Wisconsin	85%	89%	92%	22%	26%	30%

*Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates.

Source: U.S. Census Bureau, 2000-2010 Census.

ECONOMIC TRENDS

Below is a summary of existing and past economic trends in Altoona and the region:

Total Jobs

- Between 2015-2020, the number of jobs increased in Altoona by 5% to a total of 4,203. This rate significantly outpaced the national growth rate of only 1.3% during that time period. The average earnings of those jobs were \$56,700 in 2019.
- During that same time, the total number of jobs in the greater metro area declined slightly (0.7%) to a total of 88,807. The average earnings of these jobs were nearly identical to those in Altoona in 2019 (\$59,600).

- Overall, regional job growth is anticipated to increase over the next five years as the area recovers from the COVID-19 pandemic and economic fallout experienced during 2020.

Labor Force Participation

- Regionally, of the 108,435 working age residents, 85% were in the labor force and only 3% were unemployed as of 2020. In 2021, the highest unemployed age groups were residents aged 25-44.
- Overall, labor force participation rates declined significantly in 2020, but rebounded in early 2021. However, the figures are still lower than the rates experienced in 2016-2017. Unemployment also experienced a similar trend, with peaks in 2020, but has returned back to 2016 levels by the spring of 2021.

Industries

- The top five largest industries in the City are healthcare and social assistance, transportation and warehousing, government, professional and technical services, and finance and insurance. Unsurprisingly, many of these industries are reflective of the fastest-growing industries as well (transportation and warehousing, professional and technical services, and finance and insurance).
- Additionally, the two highest location quotient ratios for industries in the City are transportation and warehousing and finance and insurance (both over 2.0).
- In comparison, at the metro level, the largest industries are health care, government, manufacturing, and retail. The fastest-growing industries are management, transportation and warehousing, and finance. The highest location quotient was management (over 2.0).
- The top five highest earning industries for workers includes information, finance and insurance, educational services, professional and technical services, and government. Reflecting many of the top industries in the City.
- Overall, Altoona is made up of mostly small businesses. Of the 316 businesses in the City, nearly 80% of those businesses have 19 or fewer employees. This is similar at the regional scale as well with 83% of the 6,892 businesses in the region having less than 19 employees.

(Source: EMSI, 2021)

Altoona has generated more job growth over the past five years than the greater metro area. This is due to the growth of commercial and industrial businesses in the community, especially in River Prairie. Recent regional shifts in labor force participation rates and unemployment have been caused by two overarching factors: the global pandemic and an aging population. While in the short-term labor force participation is anticipated to rebound from the effects of the pandemic, it will be important to be cognizant of the long-term impacts of more retirees. As the labor pool fluctuates, this causes challenges for local businesses and employers.

Many of the top industries in the City are also reflective of recent commercial and industrial development experienced over the past decade. For example, as River Prairie has become built out with financial institutions, office buildings, health care providers, and retail, those industries and subsequently the number of jobs in those fields has increased. Many are also the highest-earning industries for workers. Together, these are all positive trends for Altoona.

As of 2020, Altoona's largest private sector employers were mostly medical, office, financial services, and information businesses. As stated above, this is reflective of the growth in the local jobs in these sectors. However, based on commuting data, almost all residents of Altoona travel outside of the City to work in other neighboring communities. Additionally, Altoona's businesses are still predominantly small-scale in that they employ 19 or fewer people (80% of Altoona businesses). It will be important to continue to grow new large- and small-scale employers over the next 20 years, diversify the job base, and provide opportunities for residents to work and live in the community.

Over the past 19 years, the number of minutes spent commuting to work for City residents has increased from 18 minutes in 2000 to 21 minutes in 2019 (Figure A.6.9). This is not uncommon, nearly all communities across the U.S. have experienced similar increases as people continue to live farther from their place of work. On a different, but related note, the number of people who both work in Altoona and live in Altoona is very low. Only around 8% of the people employed in the City live in the City, while over 3,000 City residents work outside of the City. For comparison, in Eau Claire County, 50% of people who work in the County also live in it (Figure A.6.8). Overall, these trends reflect the location of Altoona in the greater metro area where large employment centers are easily accessible for commuters. With the growth of River Prairie and other recent developments providing more local job opportunities, these trends may shift over the next 20 years.

Another factor that plays a part in the City’s economy is wealth and spending power. Between 2010 and 2019, the City’s median household income rose considerably, from \$42,885 to \$55,571 (Figure A.6.6). Similarly, per capita incomes also rose during that same time. The per capita income is defined as the total personal income, divided by the total population. This is used as a measure of the wealth of the population and provides insight on how much disposable income City residents have.

Beyond just incomes, cost of living should also be considered. One of the most effective ways of analyzing the cost of living is through the comparison of different area’s living wage. A living wage is defined as the hourly rate that an individual must earn to support their family if they worked full time (defined as 2080 hours per year). In general, Eau Claire County is relatively affordable compared to other similar sized counties in the state and Wisconsin as-a-whole (Figure A.6.7).

Another key figure to consider is the ALICE population. ALICE stands for Asset Limited, Income Constrained, Employed. This is a measure of the employed population that are above national poverty levels, so they do not qualify for federal assistance, but have wages that make it difficult to build wealth, save money, and afford essential goods and services.

- 34% of households in Wisconsin were considered to be ALICE or below poverty in 2018
- 23% of households in Wisconsin were considered to be ALICE in 2018, which is an increase from 17% in 2007
- 35% of households in Eau Claire County were considered to be ALICE or below poverty in 2018

Source: ALICE State Reports, Wisconsin, 2020

Figure A.6.6: Income Comparison

	Median Household Income			Per Capita Income		
	2000	2010	2019*	2000	2010	2019*
City of Altoona	\$40,394	\$42,855	\$55,571	\$21,236	\$26,026	\$31,960
City of Eau Claire	\$36,399	\$41,565	\$55,477	\$18,230	\$23,041	\$29,252
Village of Lake Hallie	-	\$60,264	\$68,119	-	\$24,836	\$30,188
City of Chippewa Falls	\$32,744	\$40,010	\$46,909	\$18,366	\$22,712	\$26,122
Town of Seymour	\$48,365	\$66,789	\$71,554	\$20,263	\$27,966	\$35,014
Town of Washington	\$55,570	\$75,049	\$75,000	\$27,026	\$37,291	\$40,405
Chippewa County	\$39,596	\$48,672	\$59,742	\$18,243	\$23,952	\$29,991
Eau Claire County	\$39,219	\$45,846	\$59,476	\$19,250	\$24,826	\$30,983
Wisconsin	\$43,791	\$51,598	\$61,747	\$21,271	\$26,624	\$33,375

*Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates.

Source: U.S. Census Bureau, 2000-2010 Census.

Figure A.6.7: Living Wage

	1 Working Adult With 1 Child	2 Working Adults With 2 Children
Eau Claire County	\$28.85	\$20.17
Chippewa County	\$28.60	\$19.91
Dunn County	\$28.43	\$19.74
Marathon County	\$28.87	\$20.23
Fond du Lac County	\$28.70	\$20.07
La Crosse County	\$29.37	\$20.54
Wisconsin	\$30.17	\$21.24

Source: Living Wage Calculator, 2021

Figure A.6.8: Commuting Patterns

	2018 Total	2018 Percentage
Employed in Altoona and Live in Altoona	325	8%
Employed in Altoona, but live elsewhere	3,490	92%
Live in Altoona and work elsewhere	3,171	91%
Employed in Eau Claire Co. and Live in Eau Claire Co.	29,646	49%
Employed in Eau Claire Co., but live elsewhere	31,116	51%
Live in Eau Claire Co. and work elsewhere	17,362	37%

**Source: U.S. Census Bureau OnTheMap, 2018

Figure A.6.9: Commuting Patterns 2

	2000	2010	2019*
Mean Travel Time To Work	18	17	21

*Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates.

Source: U.S. Census Bureau, 2000-2010 Census.

Figure A.6.10: Largest Private Sector Employers

Employer	Industry	Number of Employees
Oakleaf Surgical Hospital	Medical	100-249
National Business Institute	Private Education	100-249
Group Health Co-Op	Medical	100-249
Oakwood Health Services	Medical	100-249
Genesis Health Care	Medical	100-249
Eau Claire Country Club	Recreation	50-99
United Health Group	Medical	50-99
Certified Inc.	HVAC	50-99
UPS	Shipping	50-99
Midwest Family Broadcasting	Communications	50-99
Orgel Wealth Management	Finance	50-99
Senasys	Wholesaler	50-99
WAXX	Communications	20-49
Citizens Community Bank	Finance	20-49
Northwestern Mutual	Finance	20-49
Premium Lawn Services	Wholesaler	20-49
Benedict Refrigeration Services	Wholesaler	20-49
Macman Inc.	Information	20-49
Broadband Solutions	Information	20-49

Source: Wisconsin Department of Workforce Development, 2021

ENVIRONMENTALLY CONTAMINATED SITES

The WI DNR’s Environmental Remediation and Redevelopment Program maintains a list of contaminated sites, or brownfields, in the state. WI DNR defines brownfields as “abandoned or under-utilized commercial or industrial properties where expansion or redevelopment is hindered by real or perceived contamination.” Examples of brownfields might include a large abandoned industrial site or a small corner gas station. Properties listed in the WI DNR database are self-reported, and do not necessarily represent a comprehensive listing of possible brownfields in a community.

As of 2021, there were 23 sites identified in the City by the Bureau for Remediation and Redevelopment Tracking System (BRRTS). However, there are only two open cases (near the Union Pacific Railroad switch yard and end of Saxonwood Road). Both open cases are classified as environmental repair or open ERPs. These sites are oftentimes older, and have been releasing contaminants to the soil, groundwater, or air over a long period of time. There are no open cases for leaking underground storage tanks or LUSTs, but seven sites in the City have continuing obligations for underground storage tanks. These are typically sites with tanks that are or were known to be contaminating the soil and/or groundwater with petroleum. Specific locations, property ownership information, and status of remediation efforts for all BRRTS sites are available from the DNR. These properties may need special attention for successful redevelopment to occur.

In 2021-2022, the City retained a consultant to lead a brownfields inventory, in order to help the City identify, plan, and prioritize key sites for brownfield redevelopment. The work was ongoing as of the writing of this Plan and will be a helpful resource in exploring remediation and redevelopment efforts throughout the community over the planning period.

The locations of these environmentally contaminated sites were considered when making the land use recommendations in this Plan. The City encourages remediation and redevelopment of these sites for future economic development, where appropriate.

ECONOMIC DEVELOPMENT PROGRAMS AND AGENCIES

Capital Improvement Plan/Budget

A capital improvement plan is a community's financial plan of future capital improvements to be carried out during a specific timeframe—capital improvement costs are intended to be matched with anticipated revenues. The City's Capital Improvement (CIP) Budget allocates funding for infrastructure, utilities, public improvements, and other related projects. The CIP is updated annually and is a key short-range planning tool for allocating resources and implementing projects. The City's CIP can be found in Transportation, Utilities, and Community Facilities section below.

Tax Incremental Financing (TIF)

The City of Altoona utilizes tax incremental financing to fund public improvements and/or economic development projects that would not be feasible without the use of TIF. Costs associated with TIF projects are typically funded from the issuance of debt, with the principal and interest paid back with increased tax increment from properties within the TIF resulting from investment by the city. To date, Altoona has established 4 TIF districts and 3 remain active as of 2021.

For more information on the City's existing TIDs, see the Economic Development Chapter.

Comprehensive Economic Development Strategy (CEDS) 2020-2025

The West Central Wisconsin Regional Planning Commission (WCWRPC) produced the most recent CEDs for Eau Claire, Clark, Chippewa, Dunn, Barron, Polk, and St. Croix Counties in 2020. This document serves as a regional economic development strategy that includes economic goals, strategies, framework, and work plan. As it was produced during the global COVID-19 pandemic, it also includes a three-phase recovery plan and ten-point action plan for economic developers. The five overarching goals of the plan include:

- Strengthen community, county, and regional infrastructure
- Sense-of-place as an economic development tool
- Encourage and support new or existing businesses
- Address regional workforce development and attraction issues
- Improve housing opportunities for all

WCWRPC also administers the Regional Business Fund which includes a revolving loan fund, micro loan fund, growth loan fund, downtown façade loan fund, technology enterprise fund, and EDA fund programs to eligible businesses in the region.

Eau Claire Area Economic Development Cooperation (EDC)

The EDC works to advance economic property through business and job growth by being the center for regional economic development leadership. They offer services and programs for startup businesses, workforce development, grants, and produce data and publications. This public-private partnership is funded by local businesses and governments alike. EDC provides direct assistance to the City of Altoona in helping to organize local events, business attraction, creating a local economic profile, and supporting local small businesses.

Eau Claire Area Chamber of Commerce

With over 1,000 businesses and organizations in its network, the Eau Claire Area Chamber of Commerce advocates for local businesses in the area. Their work includes advocacy, workforce programming, education and scholarships, and hosting events. Several Altoona businesses are Chamber members.

Visit Eau Claire

As regional tourism and marketing organization, Visit Eau Claire works to promote regional economic growth through marketing of area destinations, events, and opportunities. Their website hosts a regional event calendar and guides to find local attractions and destinations. Their marketing includes areas beyond just the City of Eau Claire and provide several informational resources for Altoona-based events, destinations, and attractions.

Wisconsin Economic Development Corporation (WEDC)

Through WEDC, the state operates several economic development related grant programs. For example, the Blueprint for Prosperity Initiative includes Wisconsin Technical College Wait List Reduction grants, High School Pupil Worker Training Grants, and Workforce Training Grants for Persons with Disabilities, and the Wisconsin Fast Forward program includes mainly worker training grants by sector. Additionally, the Community Development Investment Grant Program focuses on downtown community development and supports urban, small city, and rural communities in their redevelopment efforts. There are also brownfield grants that include both a general program and site assessment program. The Wisconsin Economic Development Corporation also hosts a wide variety of other grant programs that could be applied for by the City, non-profits, or local businesses. For more information related to these various programs, eligibility, and requirements, see the WEDC website.

U.S. Small Business Administration

The U.S. Small Business Administration's Certified Development Company (504) Loan Program provides growing businesses with long-term, fixed-rate financing for major fixed assets, such as land and buildings. 504 Loans can be used to fund land purchases and improvements; grading; street improvements; utilities; parking lots; landscaping; construction of new facilities; or modernizing, renovating, or converting existing facilities. A Certified Development Company (CDC) is a nonprofit corporation set up to contribute to the economic development of its community. In addition, to the programs listed, there are many Federal-level programs through the EDA and USDA.

The American Rescue Plan Act of 2021

The federal government passed the American Rescue Plan Act in the spring of 2021 which allocates money to each individual local government (Coronavirus State and Local Fiscal Recovery Fund). Funds can be utilized for, among other qualified uses, response to negative economic impacts of COVID-19, government services to the extent of the reduction in revenue, and investments in infrastructure. The Act also provided stimulus money to County, Regional, and State organizations that will be allocated through grants. Utilizing these resources in the coming years will be key to helping the community's local businesses bounce back from the economic impacts of the pandemic, in addition to advancing various initiatives throughout this Plan.

ASSESSMENT OF ALTOONA'S ECONOMIC STRENGTHS AND WEAKNESSES

Figure A.6.11: Strengths and Weaknesses for Economic Development

Strengths	Weaknesses
Location and Access	
Location on USH 53 and 12, a short distance from I-94	Distance to major metro areas (Minneapolis and Madison)
Proximity to Eau Claire and Chippewa Falls	Limited land available near existing highway interchanges
Direct regional railroad access	Not located on an interstate highway
Adjacent to Altoona Lake, Otter Creek, and Eau Claire River	Growth areas are a considerable distance from USH 53 and I-94
Available land to grow	
Infrastructure	
Bicycle and pedestrian facilities network, with planned expansion	Need to expand renewable energy production and reduce carbon emissions
Metro bus route expansion	Aging infrastructure and high demand for new infrastructure associated with growth
Recently conducted space needs study and utility capacity studies to help guide future public facilities investments	Continuing need for increased public services
	City facilities require expansion and reinvestment to keep up with recent growth and contemporary best practices
Education/Workforce	
Highly rated and growing School District	School District facilities nearing capacity
Proximity to the University of Wisconsin-Eau Claire	Aging regional workforce
Educated and skilled workforce	
Local Opportunities	
Significant high-quality recreational and cultural amenities	Engagement of underrepresented populations
High quality of life	Not as regionally competitive for new large-scale industrial and commercial development
Recent job growth in high wage occupations	Most residents work outside of the City
Regional destinations (River Prairie, Altoona Lake, etc.)	Need for additional small business opportunities
Collaboration with regional governments and institutions	Intergovernmental cooperation with Town
Success in public/private partnerships	Maintaining high-quality services while growing
Significant housing and commercial growth over the past decade, and continuing demand	Additional neighborhood plans needed

CHAPTER 7: TRANSPORTATION, UTILITIES, AND COMMUNITY FACILITIES

EXISTING TRANSPORTATION NETWORK

Transportation access is a key component of community health and growth because it facilitates the flow of goods and people, determines access to employment and services, and influences travel mode choices. The transportation system contributes to the character of the community and arrangement of land uses, occupies a significant portion of the city's land, and large portion of the city's budget to maintain. Altoona is well connected to the region through the existing roadway network, in addition to other transportation systems, such as freight rail, regional bicycle and pedestrian networks, and metro bus services.

Roadways

Interstate Highway 94 is located just south of the City of Altoona's southern boundary and provides interstate access to Minneapolis and Madison. According to the Wisconsin Department of Transportation (WisDOT), in 2020, an average of 24,500 vehicles per day traveled along I-94 at the interchange of I-94 and USH 53, just south of Altoona.

U.S. Highway 53 is the primary north-south arterial roadway through Altoona connecting the City to Chippewa Falls, Eau Claire, and Superior. On average in 2017, between 44,200 and 47,100 vehicles per day traveled through Altoona on USH 53 (WisDOT).

U.S. Highway 12 is the primary east-west arterial roadway through Altoona. It connects the City to Eau Claire and several other smaller communities to the southeast. In 2017, the roadway carries on average between 8,100 and 19,600 vehicles per day, with the highest traffic volumes surrounding the USH 12/53 interchange.

County Trunk Highway (CTH) A (3rd Street and Spooner Avenue) are almost entirely within the City of Altoona and serve as key local through traffic routes. County Trunk Highway AA (Mayer Road) connects Altoona to Eau Claire. CTH AA serves as an alternative route to USH 53. County Truck Highway KB (Bartlett Avenue) runs parallel to the railroad tracks in the northeast corner of the City. This roadway connects Altoona to Lake Altoona on the north and to CTH SS (9 Mile Creek Road) to the south.

Finally, Altoona's local road system consists of mostly improved urban sections. The main local roadways are 10th Street, Oakleaf Way, Bartlett Avenue, and River Prairie Drive.

Roadway Function Classification System

Wisconsin's functional classification system groups roads and highways according to the character of service they offer, ranging from rapid through access to local land access. The purpose of functional classification is to enhance overall travel efficiency and accommodate traffic patterns and land uses by designing streets to the standards suggested by their functional class. The four main functional classes include:

- **Principal Arterials.** Serve longer inter-urban type trips and traffic traveling through urban areas, including interstate highways and other freeways.
- **Minor Arterials.** Provide intra-community continuity and service trips of moderate length, with more emphasis on land access than principal arterials.
- **Collectors.** Provide both land access and traffic circulation within residential neighborhoods, commercial areas, and industrial areas. These roadways collect traffic from local streets in residential neighborhoods and channel it onto the arterial system.
- **Local Streets.** Provide direct access to abutting land and access to collectors. Local roads offer the lowest level of mobility. Through traffic movement on this system is usually discouraged.

Source: WisDOT, Facilities Development Manual, Procedure 4-1-15

Rail

Through the City of Altoona, freight rail service is provided by Union Pacific Railroad, with a switch yard located on Lake Road. The rail line connects Minneapolis to greater central Wisconsin and beyond.

Commuter rail in Wisconsin runs from Milwaukee to La Crosse, with the closest station to Altoona located in Tomah (80 miles south). The City of Minneapolis and St. Paul also have commuter rail service, with stations approximately 100 miles west of Altoona. Altoona is a party of the Chippewa- St Croix Passenger Rail Commission of organized counties and cities between Altoona and Hudson, along the route of an envisioned passenger rail service connecting Eau Claire to Minneapolis/Saint Paul.

Airports

Airports certified for carrier operations nearest to the City include Chippewa Valley Regional Airport in Eau Claire, Minneapolis-St. Paul International Airport in Minneapolis, MN, La Crosse Regional Airport in La Crosse, and Dane County Regional Airport in Madison. There are also several small hard-surface runways on public and private airports within Eau Claire and Chippewa County.

The Chippewa Valley Regional Airport only has one commercial airliner that provides regular passenger service to Chicago. While it is the closest in proximity to Altoona, most residents travel out of the Minneapolis-St. Paul International Airport located 100 miles to the west. The airport is the largest and busiest airport in the upper Midwest, hosting nearly 20 different airlines at over 130 different gates with approximately 35 million passengers per year. A local shuttle service provides van service from Eau Claire to the MSP airport multiple times per day.

Public Transportation and Para-Transit

Public bus service is provided to Altoona through Eau Claire Transit (ECT), which serves the City of Eau Claire and Altoona with 17 regular routes and 3 express bus routes. Only two routes currently run in Altoona. The main bus route through the City connects Altoona High School and Spooner Avenue with downtown Eau Claire. The other only reaches a very small portion of the City connecting to River Prairie. The 2020 Transit Development Plan included expansion of this route to serve additional areas of Altoona to the east, and the City's 2022 budget includes implementation of that expanded route beginning in the second half of the year.

Eau Claire County also operates an on-demand para-transit service that is contracted through a private provider. This service is available to any resident of the county. Additionally, there are several private regional bus service providers located in Eau Claire and private rideshare service provided by Uber and Lyft.

Truck and Water Transportation

USH 53 and 12 are the only designated long truck routes within and through Altoona. There is no waterborne freight or passenger transit in the City.

REVIEW OF CITY, STATE, AND REGIONAL TRANSPORTATION PLANS

The following is a review of local, State, and regional transportation plans and studies related to Altoona. The transportation recommendations of this Plan are consistent with these plans.

City of Altoona Official Map

In 2020, Altoona amended its Official Map, a planning tool for future right-of-way, public utilities and infrastructure, and stormwater management. Only portions of the City are reflected on the Official Map, most recently amended to include a future right-of-way connection between Twin Oak Drive and North 10th Street, a planned right-of-way network surrounding USH 12 east of the City and its extraterritorial planning area. The Official Map is reflected on Map 5.

City of Altoona Bicycle and Pedestrian Plan (2022)

Partnering with the West Central Wisconsin Regional Planning Commission (WCWRPC), the City produced its first Bicycle and Pedestrian Plan in 2022. Previously, the city utilized a 2007 trail study to plan for a city-wide trail network on a limited scope, and the River Prairie General Development Plan for a comprehensive network in that sector of the city. Building on the strategic framework provided within the Altoona Place Plan, the City and WCWRPC developed a City-wide plan for Bicycle and Pedestrian recommendations, improvements, standards, and connections. The planning processes for this Plan and the Bicycle and Pedestrian Plan were conducted in 2021-2022. This provided the opportunity to reflect common goals, recommendations, and action items within both plans.

City of Altoona Safe Routes to School Plan (2017)

Through the assistance of the WCWRPC, the City of Altoona adopted a Safe Routes to School Plan. This plan evaluates existing conditions and future improvements needed to provide healthy and safe walking and biking opportunities for students in the community to get to and from school. Key findings of this plan include:

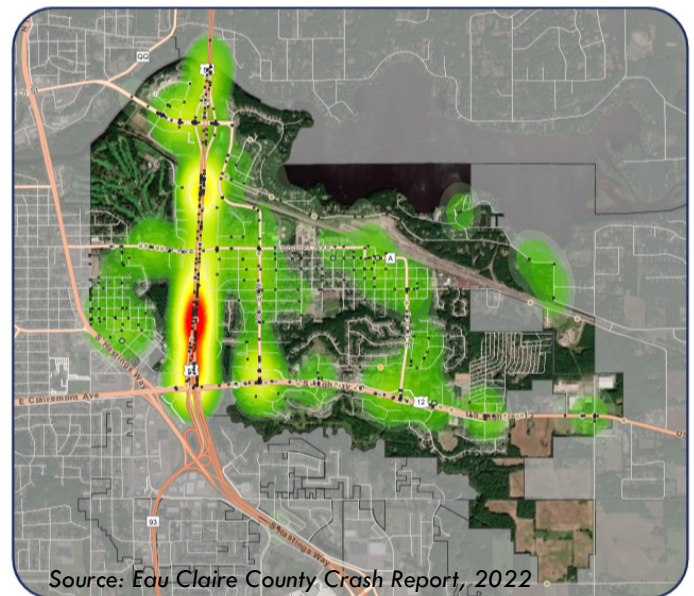
- The City and School District have made good strides to providing a more walkable and bikeable environment for students over the past decade.
- 7th Street in front of the High School need improvements
- 10th Street and 3rd Street are barriers due to speed and volume of traffic.
- There are limited options for students to walk and bike to and from the Elementary School.
- Opportunities exist for increasing programs and projects associated with safe routes to schools.

Many of the projects and ideas from this plan were integrated into the City’s Place Plan and ongoing Bicycle and Pedestrian planning process.

Eau Claire County Crash Report (2022)

West Central Wisconsin Regional Planning Commission prepared the Eau Claire County Crash Report that documented road crash data for each municipality and overall summary statistics between 2016-2020. Within Eau Claire County, the report found that more serious and fatal crashes occurred on state highways and during the hours of 7 PM – 6 AM and 9 AM – 4 PM. The number of total crashes was also much higher in the winter months where inclement weather is more prevalent and most likely to occur on a Friday.

Specifically related to Altoona, there were a total of 704 crashes that occurred between 2016-2020, four involved pedestrians, two involved bicycles, and 63 involved deer. Additionally, there were two fatalities and three serious injury crashes. The highest concentrations of crashes occurred on STH 53, but there was a total of 370 other crashes that occurred on local streets and roads in the City. See map of Altoona crashes from the report.



Overall, through the implementation of the City’s Comprehensive Plan and the other local, county, regional, and state plans listed in this Appendix, Altoona aims to improve multi-modal transportation accessibility and safety for all transportation users.

Eau Claire County Comprehensive Plan (2020)

Within the transportation component of the County’s Comprehensive Plan are several key goals and objectives that are consistent with that of Altoona. These include:

- Enhance multi-modal opportunities including bicycle and pedestrian facilities and public transit planning.
- Maintain a safe and functional road system throughout the county.
- Coordinate on major projects with WisDOT and all local municipalities.

Transit Development Plan (2020)

Eau Claire Transit (ECT) adopted the Transit Development Plan in 2020, which is a required five-year plan to help guide implementation of transit services in the area, with an emphasis on sustainable growth that considers immediate and future needs. As of 2018, ECT provided over 960,000 passenger trips on 17 fixed routes. The plan found that users of Route 17, the main existing bus route through Altoona, did not meet existing needs. Three different proposed alternatives were identified within the plan for the Route 17. The chosen alternative was to create additional service times on the existing route.

Chippewa-Eau Claire Metropolitan Bicycle and Pedestrian Plan (2017)

In 2017, the Metropolitan Planning Organization (MPO) for the greater Chippewa-Eau Claire planning area developed the regional Bicycle and Pedestrian Plan. Overall, this plan built on over 20 years of regional and local bicycle and pedestrian planning to develop the regional framework. The three overarching goals of this plan are:

- Improve safety and comfort for bicyclists and pedestrians with facilities, education, and enforcement designed to reduce crashes with drivers; improve safe walking, biking, and driving practices; and eliminate preventable pedestrian and bicyclist deaths.
- Expand the connectivity of the bicycle and pedestrian transportation network to provide improved access to destinations through better use of existing facilities and construction of new facilities to complete the network.
- Increase the number of people walking and biking for transportation, recreation, health, overall community quality-of-life, environmental benefit, and economic generation; use direct encouragement, accommodation, planning, and policy change.

Chippewa-Eau Claire MPO Regional Transportation Improvement Plan (2021)

The Regional Transportation Plan establishes a five-year plan for proposed transportation improvements within the region and is required U.S. Department of Transportation. The most recent version was completed for 2022-2026. Projects within the City of Altoona include USH 53 bridge repair over Otter Creek (2022), curb ramp upgrades to USH 12 (2024), and the reconstruction of Fairfax Street (2023).

Six-Year Highway Improvement Program for Northwest Wisconsin: 2021-2026

WI DOT maintains a six-year improvement program for State and Federal highways within the Southeastern Region. The State of Wisconsin has over 115,000-miles of public roads, from Interstate freeways to city and village streets. The highway improvement program covers only the 11,745-mile State highway system that is administered and maintained by WI DOT. The other nearly 104,000 miles are improved and maintained by the cities, towns, counties, and villages in which the roadways are located. The State highway system consists of over 800 miles of interstate freeways and nearly 11,000 miles of State and U.S. marked highways. At this time, there are multiple projects planned in the City of Eau Claire and one along USH 12 in Town of Washington (Fall Creek Bridge).

Connections 2030: Wisconsin's Long-Range Transportation Plan

Connections 2030 is the state's long-range transportation plan adopted in 2009. This plan focuses on strategies to maintain and enhance the State's transportation system to support future mobility and economic growth. The policies in this plan will aid transportation decision-makers when evaluating transportation programs and projects. Through implementation of this plan, WI DOT aims to:

- Ensure transportation system safety and security
- Preserve the existing and future transportation system
- Optimize investment in the system for continued safety, enhance mobility and efficiency
- Respond to local, regional, national, and international economic trends to maintain State economic competitiveness
- Consider environmental issues to maintain Wisconsin's quality of life
- Provide users with transportation choices

Wisconsin Bicycle Transportation Plan: 2020 (1998)

This plan presents a blueprint for improving conditions for bicycling, clarifies the WI DOT's role in bicycle transportation, and establishes policies for further integrating bicycling into the current transportation system. While there are no Darien-specific recommendations, the plan map shows existing State trails and future "priority corridors and key linkages" for bicycling along the State Trunk Highway system in Wisconsin.

Wisconsin Pedestrian Plan Policy (2001)

Adopted in 2001, this plan highlights the importance of maintaining and expanding walking and pedestrian facilities throughout the State. Additionally, the plan outlines measures to increase walking and promote pedestrian comfort and safety. It also provides a policy framework addressing pedestrian issues and clarifies WI DOT's role in meeting pedestrian needs.

EXISTING UTILITY AND COMMUNITY FACILITIES PLANS

City of Altoona Place Plan (2021)

In 2021, the City of Altoona completed an update to its Comprehensive Outdoor Recreation Plan and Bicycle and Pedestrian Strategy; this outcome of that effort was the Altoona Place Plan. This document creates an ambitious vision for public space in the city, serves as a guide for park, open space, and public space improvements over the next five years and beyond, and serves to make the City eligible for state and federal grants through the WI DNR. The Place Plan also provided the foundation for the City's preparation of the Bicycle and Pedestrian Plan, which currently is underway as of the writing of this Plan.

The Place Plan has four overarching project prioritization principles:

- Enhance network connectivity for all public spaces and natural areas, including parks, environmental corridors, and networked bicycle and pedestrian systems.
- Equity in the location, design, and access to public spaces.
- Target investments, facilities, and amenities of potential high impact.
- Be cost efficient and improve fiscal and structural performance of the City, recognizing that public open spaces are fundamental parts of the urban environment and provide significant public benefits that are expected by citizens.

City of Altoona Municipal Facilities Space Needs and Facility Assessment

In 2021, the City completed a space needs and facility assessment. This study focused on evaluating existing facilities and staff, in addition to future needs by the year 2040. Key findings included:

- Additions to the existing City Hall building in 2035 and Public Library in 2030 through the acquisition and removal of homes surrounding the building today.
- Acquisition of the County Highway property (2022), relocation of the City's Public Works operations to the site (2023), in addition to expansion of the Emergency Services operations directly to the east (2030).
- Increased staff for all City Departments of up to 87 full time, 43 part time, and 63 seasonal employees over the next 20 years. As of 2022, the City employs 43 full time staff, 64 part time staff, and 53 seasonal staff.

The City will consider these findings through the annual budgeting process and update of the Capital Improvement Plan.

Chippewa Falls-Eau Claire Urban Sewer Service Plan for 2025 (2017-2018)

The WCWRPC is the local planning and administrative agency serving as the local advisory and decision-making committee on sewer service area changes. Sewer service area plans are required to anticipate future wastewater needs, identify areas suitable for development, and protect environmentally sensitive areas. All large urban areas are required to have a sewer service area plan. In 2017-2018, the WCWRPC updated the plan and its policy for review and approval of any proposed amendments to these boundaries, in addition to definitions of water quality assessments and environmentally sensitive areas. The sewer service area plan surrounding the City of Altoona extends east beyond the City's existing municipal boundary past 9 Mile Creek Road and Mayer Road. It is inclusive of the areas planned for development over the next 20 years. However, in the event the City needs to extend beyond that boundary, an amendment would have to occur prior to any development and sewer utility connections being extended. The process for amending the sewer service area plan is as follows:

1. City submittal of review application to WCWRPC.
2. WCWRPC review of application and preparation of report.
3. Metropolitan Planning Organization (MPO) Technical Committee review and recommendation.
4. MPO Policy Committee holds Public Hearing and provides advisory decision.
5. Decision is provided to the WI DNR for review and final decision on request.

Water Utility Service Study

As of the writing of this Plan, the City of Altoona was conducting a study of its existing water utilities and future needs. Currently, the City operates six wells capable of pumping 1,145 gallons per minute, with an average daily usage of 831,000 gallons. Recent maximum pumpage during dry weather peaked at 1.63 million gallons, requiring a partial watering ban. The study will analyze current and future demand and identify immediate and long-term infrastructure improvements. Based upon initial study results and recent demand, the City is placing a priority on the construction of two new wells. The need for an additional three to five new wells is projected within the next twenty years, as well as an additional reservoir.

EXISTING UTILITY AND COMMUNITY FACILITIES

City Hall Administration Building

Altoona City Hall is located downtown and is connected to the Altoona Public Library. All administration services are handled from this facility. The building was most recently added onto in 2003, with incremental remodeling projects since then. It currently houses 10 full time and 20 seasonal employees.

Public Works Department

The Public Works Department has three existing buildings on its site on the far west side of the City along Vernon Street. It handles all street repair and maintenance and utility services for the City. Currently, the Department has 7 full time and 2 part time seasonal employees. The Eau Claire County Highway Shop on Spooner Avenue is planned for the future location of the Public Works Department beginning in 2023.

Police Department

Altoona's Police Department has 16 full time employees and 3 part time employees, of which, 16 are sworn officers. The Department shares a facility with the Fire Department on Spooner Avenue adjacent to the Eau Claire County Highway Shop. Other programs and community events offered by the Department include providing a School Resource Officer, hosting Bike Rodeos and National Night Out, and involvement in over ten other events each year.

Fire Department and Emergency Medical Services (EMS)

The City of Altoona's Fire Department shares a facility with the Police Department. They currently have 4 full time employees, 52 part time employees, and 3 seasonal employees. The Department responds to approximately 1,000 calls a year, with around 15% being fire calls and 85% being EMS calls. They currently have three engines, a squad vehicle, brush truck, support vehicle, heavy rescue trailer, UTV, and rescue boat.

Parks and Recreation Department

The City's Parks and Recreational Department has multiple buildings at various sites including the maintenance building at Cinder City Park, main recreational offices at the River Prairie Center, a River Prairie operations and maintenance garage and storage building, and the Fish House recreational building at Altoona City Park. Between the various locations, the department stores equipment, runs programming, and has administrative offices. The River Prairie Center and Fish House were completed in the past five years. The Department employs 5 full time and nearly 30 seasonal staff.

Solid Waste Disposal and Recycling

Contracting for curbside solid waste and recycling in the City are the responsibility of property owners. Brush and yard waste can be disposed within the City at the Public Works brush site on Garfield Avenue between April and November each year. Eau Claire County also offers locations for brush, yard waste, recycling, and garbage drop off.

Telecommunications and Power Distribution

AT&T, CenturyLink, Spectrum, Version, Sprint, T-Mobile, Mediacom, Viasat, HughesNet, King Street Wireless, and West Wisconsin Telcom Cooperative all provide telecommunication and internet service to the City of Altoona. Electric power is provided by Xcel Energy (generally the western 2/3 of the city) and Eau Claire Energy Cooperative, and natural gas is provided by the Northern States Power Company. Infrastructure capacity will continue to be monitored by private service providers. As needed, the City will collaborate with telecommunications and electric and natural gas service providers to identify the appropriate locations for new infrastructure.

Water Supply

The City's Water Utility provides municipal water service to residents. Water is supplied by an aquifer via six active wells and 2 storage facilities. Combined the wells can provide 950 gallons per minute, with an average daily usage of about 1.3 million gallons.

The City's water distribution system consists of water mains and approximately 525 fire hydrants, and two 500,000-gallons elevated storage tanks.

As noted above, the City is currently evaluating its water utilities via an ongoing study. This study will indicate where future wells and storage areas are needed to accommodate existing and anticipated growth over the planning period.

Wastewater Treatment

Residential development outside of the City's municipal boundaries is served by individual, on-site wastewater treatment (septic) systems. Property owners will monitor and maintain privately owned septic systems. Most areas of the city are served with public sewer and water systems, except for large properties along Lake Road and a few other isolated properties.

The City of Eau Claire provides wastewater treatment service. Within Altoona, there are two existing lift stations connected via trunk lines which all feed to the wastewater treatment plant located in the City of Eau Claire. The City of Altoona owns the sanitary sewage collection system (40 miles of pipe) that connects to the larger system via a force main near Otter Creek.

In 2014, the wastewater treatment plant was improved to handle anticipated growth to the year 2030.

City Capital Improvements Plan (2022-2026)

The City utilizes an annual Capital Improvements Plan (CIP) to identify and prioritize future infrastructure projects. The 2022 CIP identifies the following street, utility, and pavement replacement projects.

Figure A.7.1: 2022 City of Altoona CIP

Type	Project	Year
Street and Utility	Fairfax Street Reconstruction	2023
	11 th Street West & Bradwood Avenue	2023
	Sherman Highlands – Phase 3	2024
	Country Club Estates – Phase 3	2025
	Sherman Highlands – Phase 4	2026
Pavement Replacement	Annual Pavement Replacement Program	2023-2026

Source: City of Altoona, 2021

Stormwater Management

Altoona created a stormwater ordinance and stormwater utility in 2006. This provides stormwater management standards for post-construction of all new development, construction site erosion control requirements, and imposes a stormwater utility fee for existing impervious surfaces throughout the City.

The City also has a Stormwater Utility Credit Policy that was adopted in 2007. This policy gives credit to commercial, industrial, institutional, or commercial-multi-family projects for incorporation of stormwater best management practices. Developments must demonstrate a reduction of 25% of the amount of stormwater leaving the site, and if this is the case, the property owner receives a 50% reduction on their monthly stormwater utility fee. Altoona is a designated MS4 (Municipal Separate Storm Sewer System) by the Wisconsin DNR. MS4 permits require municipalities to reduce polluted storm water runoff by implementing storm water management programs with best management practices.

Health Care Services and Child Care Facilities

Altoona residents may receive medical care at the OakLeaf Hospital located in the City or utilize the many other health care service providers in the City of Eau Claire such as the Mayo Clinic, Sacred Heart Hospital, Prevea Health, and Infinity Health Care.

There are eight licensed childcare facilities or certified childcare facilities in Altoona. A licensed facility consists of Family Childcare Centers, Group Childcare Centers, and Day Camps providing care for 4+ children. There are just over 80 within Eau Claire County that could potentially provide services for City residents.

Public Library

The Altoona Public Library is located downtown and shares a facility with City Hall. The library has 3 full time and 8 part time staff. It offers residents a wide variety of services including computer and internet access, borrowing of physical materials (books, magazines, DVDs, Kindles, iPads, and more), borrowing of electronic materials (e-books and e-audio books), and printing/copying. There is also a wide range of programming provided through events, educational opportunities, clubs, meeting space, and more. As noted above, it is recommended that the library expand its existing building footprint over the next 10 years to accommodate anticipated future demand.

Cemeteries

There are no existing cemeteries within the City’s municipal boundaries, however there are several located in the City of Eau Claire.

Parks and Open Space

The City of Altoona’s park and open space system provides area residents with numerous opportunities to participate in recreational activities, such as passive nature viewing and trails, playground equipment, playfields, plaza and event space, to name a few. Figure A.7.2 lists and describes Altoona’s existing park and recreational facilities.

Figure A.7.2 Public Park and Recreational Sites in the City of Altoona

Park	Description	Acres	Ownership
Altoona City Park	Baseball diamonds, tennis courts, basketball court, open pavilion, Fish House recreational center, and playgrounds.	6.0	City
Centennial Park	Climbing hill, playgrounds, and off-road trails for biking, hiking, and walking.	13.4	City
Cinder Park	Altoona Hobbs Sports Center, baseball fields and pavilion.	25.7	City
Devney Park	Baseball field, tennis courts, basketball courts, and pavilion.	3.9	City
Fairway Park	Basketball courts, pickleball courts, and a pavilion.	55.4	City
Highland Park	Tennis court, basketball court, picnic area, and pavilion.	1.7	City
Lakefront Park	Handicap accessible fishing dock, picnic table, and restrooms.	3.9	City
River Prairie Park	River Prairie Center, stage/amphitheater, multi-use trails, pavilions, picnic tables, non-motorized boat launch, playground, splash pad, community garden, and plaza.	21.7	City
Tower Park	Undeveloped open space.	12.7	City
Jellybean Hill	Sledding hill, walking trail, nature viewing area.	7.4	City
River Prairie Conservancy	River access, woodlands, interpretive displays, nature viewing areas, and multi-use trails.	24.7	City
Clubview Conservation Park	Woodlands, open space, and stormwater pond.	3.9	City
Perseverance Park		1.02	City
Library Park	Open space and garden area.	0.2	City
City Total		181.6	
Lake Altoona County Park	Boat landing, lake access, clubhouse and shelter, beach, volleyball courts, and horseshoe pits.	13	County
Eau Claire Golf Club	18-hole private golf course	250	Private

Source: City of Altoona

School System

Altoona School District serves the City and some portions of the Town of Washington. The Fall Creek School District serves the remainder of the Town of Washington within the City’s growth area.

There are a total of 4 schools within the Altoona School District with just under 1,800 total students enrolled. All four schools are located within the City’s municipal boundary. The new Altoona Elementary School (grades K-3) was completed in 2017, and the former elementary school was repurposed into an intermediate level school (grades 4-6). District enrollment has increased by 18% over the past decade, reflective of the rapid growth the City has experienced over that time frame. The City and School District work collaboratively on many different community initiatives. It is likely expanded school capacity will be needed over the planning period based on projected growth.

In 2017, the School District set out on a fundraising campaign to upgrade the Athletic Complex. The project was completed in 2019 with the grand opening of the OakLeaf Stadium.

Both Chippewa Valley Technical College and the University of Wisconsin-Eau Claire are located in the City of Eau Claire. Additionally, there is an additional location of Chippewa Valley Technical College in the City of Chippewa Falls, Menomonie, and River Falls.

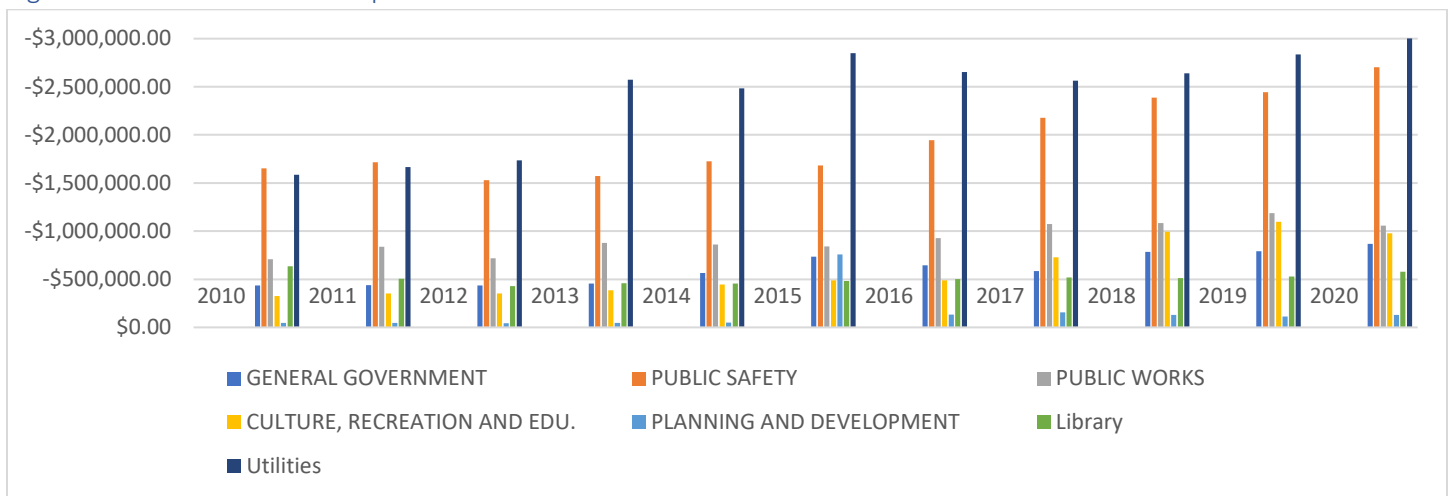
Other nearby universities include the University of Wisconsin- Stout in Menomonie, University of Wisconsin-River Falls in River Falls, and the University of Minnesota in St. Paul.

SERVICE COSTS AND REVENUES

As Altoona has grown over the past decade, so have the City’s service expenses. As noted above, many community facilities and departments are in need of additional resources over the planning period to increase their operational capacity with new buildings, staffing, and infrastructure.

Over the past decade, City service expenses have continued to increase, in particular public safety and utilities. While this steady cost increase coincides with an increase in tax revenue, in order to maintain the City’s high quality of life, Altoona must continue to invest in its infrastructure, staffing, and services without creating a financial burden in which it cannot climb out of if development slows. This topic is discussed in greater detail within the scenario planning section of the Plan.

Figure A.7.3 Altoona Service Expenses 2010-2020



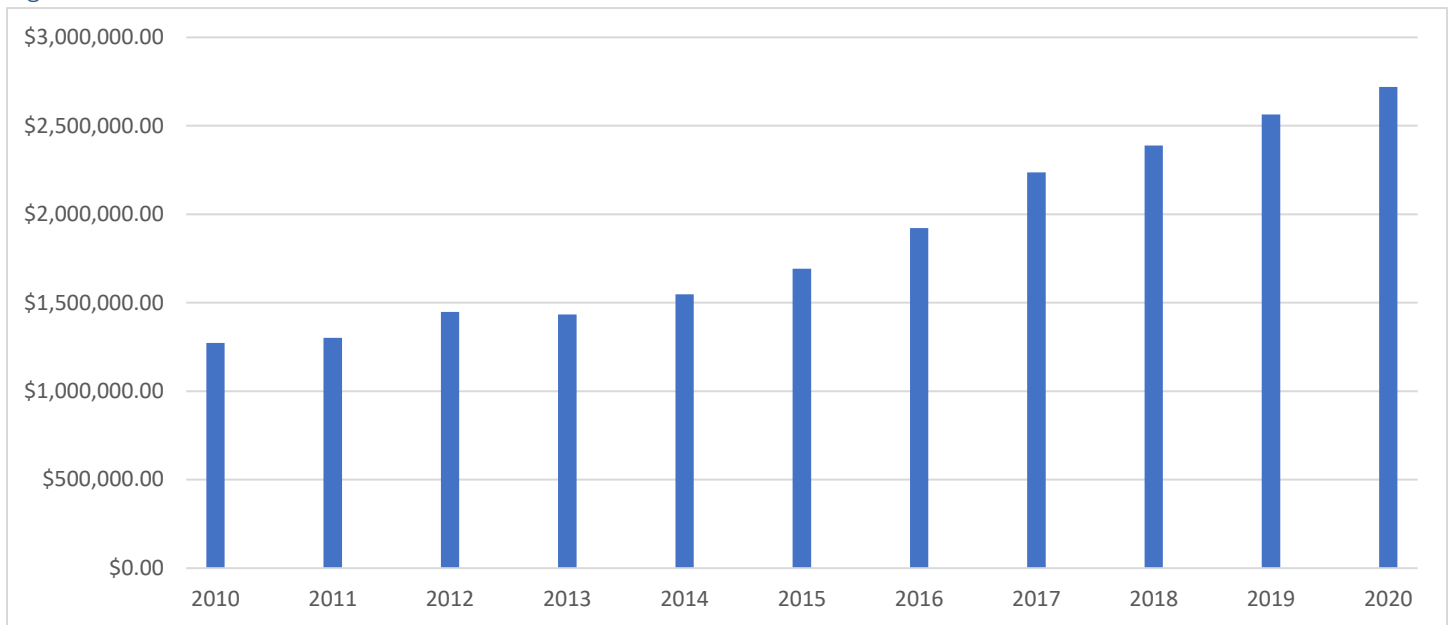
Source: City of Altoona, 2021

Figure A.7.4 Operating Spending Per Capita 2013-2018

	Altoona	All Municipalities in Wisconsin
2013	\$575	\$921
2014	\$588	\$922
2015	\$705	\$935
2016	\$656	\$963
2017	\$740	\$964
2018	\$759	\$1,010

Source: Wisconsin Policy Forum, 2021

Figure A.7.5 Altoona Tax Revenues 2010-2020



Source: City of Altoona, 2021

Figure A.7.6 Altoona Property Tax Levy 2014-2019

	Property Tax Levy Per Capita	Property Tax Levy (in thousands)
2014	\$340	\$2,401
2015	\$337	\$2,426
2016	\$354	\$2,601
2017	\$376	\$2,789
2018	\$378	\$2,905
2019	\$418	\$3,262

Source: Wisconsin Policy Forum, 2021

CHAPTER 8: AGRICULTURE AND NATURAL RESOURCES

AGRICULTURAL RESOURCES

The City of Altoona is bordered by woodlands and farmland to the south and east. As the City and region have developed overtime, the area's economy has gradually shifted away from agriculture as prominent component. Today, agriculture is diverse within Eau Claire County featuring horticulture crops, dairy production, and specialty products.

ASSESSMENT OF FARMLAND VIABILITY

Prime farmland or farmland of statewide importance is shown on Map 2. These areas are located around Otter Creek, in addition to pockets of existing farmland to the south and east of Altoona along Prill Road and portion of USH 12 east of the City's municipal boundaries. This data reflects that of the Eau Claire County Farmland Preservation Plan and was provided by the WCWRPC. Protecting the area's agricultural soils, especially the high-quality prime soils, is a key component of the City's land use priorities.

Prime farmland is defined as an area with Class I or Class II land capabilities as identified by the natural resource conservation service of the federal department of agriculture. Any land beyond those identified as Class I or Class II may be included if they were identified as prime farmland in a certified farmland preservation plan.

Land capability classification shows, in a general way, the suitability of soils for most kinds of field crops. Crops that require special management are excluded. The soils are grouped according to their limitations for field crops, the risk of damage if they are used for crops, and the way they respond to management. The criteria used in grouping the soils do not include major and generally expensive landforming that would change slope, depth, or other characteristics of the soils, nor do they include possible but unlikely major reclamation projects. Capability classification is not a substitute for interpretations designed to show suitability and limitations of groups of soils for rangeland, for forestland, or for engineering purposes.

In the capability system, soils are generally grouped at three levels—capability class, subclass, and unit.

Capability classes, the broadest groups, are designated by the numbers 1 through 8. The numbers indicate progressively greater limitations and narrower choices for practical use. The classes are defined as follows:

- Class 1 soils have slight limitations that restrict their use.
- Class 2 soils have moderate limitations that restrict the choice of plants or that require moderate conservation practices.

Farmland of statewide importance is determined by the appropriate State agencies. Generally, this land includes areas of soils that nearly meet the requirements for prime farmland and that economically produce high yields of crops when treated and managed according to acceptable farming methods.

FARMLAND PRESERVATION EFFORTS

The City's current subdivision and land division regulations within its 1.5-mile radius extraterritorial jurisdiction (ETJ) compliment the county and state efforts to preserve farmland by restricting new development density in areas not served by sanitary sewer.

Eau Claire County Farmland Preservation Plan (2015)

Eau Claire County has a long history of farmland preservation planning. The county's first Agricultural Preservation Plan was adopted in 1983 and was most recently updated in 2015. The plan reaffirms the County's longstanding goals for preserving areas best suited for farming, protecting the agricultural economic base of the area, entitle farms to tax credits, minimize unsewered development, and minimize land use conflicts.

Federal Farm Bill (2018)

In addition to the State programs listed below, local farmers can participate in numerous other Federal programs and initiatives that are intended to encourage long-term farming activities. The 2018 Farm Bill reauthorized and initiated several Federal programs, including the following:

- The Conservation Stewardship Program (CSP) is a voluntary conservation program designed to encourage producers to address resource concerns in a comprehensive manner by improving, maintaining, and managing existing conservation activities and by undertaking additional conservation activities.
- The Environmental Quality Incentives Program (EQIP) provides a voluntary conservation program for farmers and ranchers that promote agricultural production and environmental quality as compatible national goals. EQIP offers financial help to assist eligible participants install or implement structural and management practices on eligible agricultural land.
- Agricultural Management Assistance Program (AMA) helps agricultural producers manage financial risk through diversification, marketing, or natural resource conservation practices. NRCS administers the conservation provisions while Agricultural Marketing Service and Risk Management Agency implement the production diversification and marketing provisions.
- Agricultural Conservation Easement Program (ACEP) helps landowners, land trusts, and other entities protect, restore, and enhance wetlands, grasslands, and working farms and ranches through conservation easements.
- The Healthy Forests Reserve Program (HFRP) helps landowners restore, enhance, and protect forestland resources on private and tribal lands through easements and financial assistance. Through HFRP, landowners promote the recovery of endangered or threatened species, improve plant and animal biodiversity, and enhance carbon sequestration.
- The Regional Conservation Partnership Program (RCPP) promotes coordination between NRCS and its partners to deliver conservation assistance to producers and landowners. NRCS helps producers through partnership agreements and RCPP conservation program contracts.

Wisconsin Farmland Preservation Program

The Wisconsin legislature adopted the Wisconsin Working Lands Initiative in 2009, also known as the Wisconsin Farmland Preservation Program. Three main components of this program include continuation of the Wisconsin Farmland Preservation Tax Credits program, establishment of Agricultural Enterprise Areas (AEA) program, and the Purchase of Agricultural Conservation Easements (PACE) program. The Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP) administers all three programs under the State's Working Lands Initiative. Each program is described in greater detail as follows:

- The Wisconsin Farmland Preservation Tax Credits program provides landowners with an opportunity to claim farmland preservation tax credits which are applied against tax liability. To be eligible, acres claimed for the tax credit must be in a farmland preservation area that is identified in a certified county farmland preservation plan.
- An Agricultural Enterprise Area (AEA) is defined as a contiguous land area devoted primarily to agricultural use and locally targeted for agricultural preservation and agricultural development. Land eligible for AEA designation must be a contiguous land area, primarily in agricultural use, and located in a farmland preservation area as identified in a certified county farmland preservation plan.
- The Purchase of Agricultural Conservation Easements (PACE) program provides state funding for the purchase of agricultural conservation easements to prohibit development that would make the farmland unsuitable or unavailable for agricultural use. The easements are completely voluntary and allow the landowner to be compensated for limiting the development potential of the farmland. Agricultural Conservation Easements are permanent and are carried over to subsequent landowners as property is sold.

Farmland Tax Relief Credit Program

Based on the Wisconsin Working Lands Initiative detailed above, the Wisconsin Department of Revenue offers another important farmland preservation program, the Farmland Tax Relief Credit Program.

The Farmland Tax Relief Credit Program provides direct benefits to all farmland owners with 35 or more acres who yield a certain profit from the land, use the land consistently for farming, and have an established farmland preservation agreement or are in an exclusive agricultural zone. The credit is computed as a percentage of up to \$10,000 of property taxes, with a maximum credit of \$1,500.

NATURAL RESOURCES INVENTORY

The City and regions' natural resources, especially environmentally sensitive areas such as soils, environmental corridors, lakes, rivers and streams, wetlands, shorelands, floodplains, woodlands, prairies, and steep slopes are critical factors in local planning decision making. Preservation, restoration, and enhancement of these and other environmentally sensitive natural features is important for the integrity of the natural environment, climate resiliency and sustainability, and the visual attractiveness of the of the City.

Scientific data demonstrates that on average, Wisconsin has become warmer and wetter over the past 60 years and this trend is expected to continue and increase in the decades ahead. At the same time, Wisconsin has experienced prolonged periods of drought, punctuated by abrupt periods of heavy precipitation. These changes in climate are already having an adverse impact on the State and City's natural resources. Altoona will need to weigh these anticipated impacts when deciding how it will adapt to changes to the natural and built environment.

The following is a summary of natural resources within Altoona and its planning area. Many of these features are also illustrated on Map 2.

Ecological Landscapes

An ecological landscape is defined as a region characterized by a combination of physical and biological attributes such as climate, geology, soils, water, or vegetation. Different ecological landscapes offer distinct management opportunities based upon their levels of biological productivity, habitat suitability for wildlife, hydrology, and presence of rare species and natural communities.

The City of Altoona is located within the Western Coulee and Ridges ecological landscape, which is largely composed highly eroded, unglaciated topography with steep sided valleys and ridges, high gradient headwaters streams, and large rivers with extensive, complex floodplains, and terraces. Altoona's location adjacent to Lake Altoona, the Eau Claire River, and Otter Creek, in addition to the woodlands that border them are examples of this type of landscape.

Environmental Corridors and Isolated Natural Resource Areas

Environmentally sensitive areas consist of wetlands, floodplains, shorelands, streams, steep slopes, woodlands, prairies, endangered or threatened species, parks, prime farmland, wellhead protection and groundwater recharge areas, historical resources, and surface waters.

Protection of environmentally sensitive areas from incompatible land uses and other contributors to degradation and destruction is an essential planning objective. These areas should be preserved and protected in essentially natural land uses. These areas are shown on Map 2 and are generally located along Otter Creek, Six Mile Creek, the Eau Claire River, Lake Altoona, and areas of prime farmland and steep slopes east and south of the City.

It is City and WCWRPC policy to limit development within environmentally sensitive areas. Altoona has adopted an Environmental and Natural Resources Ordinance to accompany environmental area maps to contribute to preserving these features.

Metallic and Non-Metallic Resources

There are currently no metallic or non-metallic mining operations in Altoona or the surrounding area.

Under §295.20, Wis. Stats., landowners who want to register their property as a non-metallic mining deposit are required to notify each county, city, village and/or town that has zoning authority over their property. Registrations must be recorded at the County Register of Deeds in the county where the mineral deposit is located. State law limits the ability of a municipality or a county to rezone or otherwise interfere with the future extraction of a mineral resource from a registered non-metallic mineral deposit. It is important to note that zoning changes prohibiting mining on land registered as a marketable non-metallic mining deposit cannot take effect during the registration period. Registration is effective for ten years and renewable for an additional ten years. In addition, registration on property with active mining operations can be renewed for as long as mining is ongoing. Zoning changes may take effect after the registration has expired.

Steep Slopes and Topography

Steep slopes are defined as having a 12 percent grade or greater. The City has several areas where steep slopes are present including near Lake Altoona, Otter Creek, and in the central part of the community between the High School and High Point Drive. Beyond the City's existing boundary, steep slopes are located just east of Altoona Elementary School and south of USH 12 between Mayer Road and South Prill Road.

Wildlife and Rare Species

Species common to the central Wisconsin region are rabbits, squirrels, woodchucks, and raccoons. Larger mammals such as white-tailed deer, coyotes, and foxes also inhabit the region. Common bird species include cardinals, robins, woodthrushes, great blue herons, wrens, blue jays, cranes, hawks, and killdeer. Detailed information regarding the types and precise locations of endangered animals, plants, and natural communities is maintained by the WI DNR.

Woodlands

Woodlands, which comprise approximately 0.6% of the land within the City, are generally located adjacent to surface water bodies and along the steep slopes running through the center of the community and just to the east of the City. Existing woodlands that have not been broken up by development are invaluable to the City's character and natural beauty. As such, remaining woodland areas should be preserved, and any development in and around them should take special care not to destroy or deteriorate these resources.

Watersheds and Surface Waters

Altoona is located within two watersheds: the Lower Eau Claire River and Otter Creek Watershed. They essentially split the community north-south along 10th Street and east-west along the existing ridge between Highway 12 and Bartlett Avenue.

Surface water includes Lake Altoona, the Eau Claire River, and Otter Creek within the City's municipal boundaries, and Six Mile Creek is within the City's ETJ.

Floodplains

The Federal Emergency Management Agency (FEMA) designates floodplains, which are areas predicted to be inundated with flood waters in a 100-year storm event (e.g. a storm that has a one percent chance of happening in any given year). The only floodplains that exist in Altoona are located along the three water bodies as mentioned above. The City's Environmental and Natural Resources Ordinance was established to regulate development in floodplain areas.

Flood Storage

Flood storage areas are a portion of the floodplain that acts as a natural flood storage capacity area within a watershed. The volume of runoff water expected within a watershed is the basis for how much regional flood discharge the flood storage area is capable of holding. This is included in the FEMA floodplain flood fringe area extent.

The importance of these areas cannot be underestimated because they reduce the amount and duration of flooding that occurs within the floodplain immediately downstream. The most common example of flood storage areas are wetlands, also described below. Protecting these areas and keeping them intact is important for protecting all areas downstream, especially as impervious surfaces amounts increase and larger stormwater events occur more frequently.

Groundwater

Groundwater is the primary source of drinking water in the City of Altoona and in Eau Claire County. Groundwater is comprised of the portion of rainfall that does not run off to streams or rivers and that does not evaporate or transpire from plants. This water percolates down through the soil until it reaches the saturated zone of an aquifer. It is a critical resource, not only because it is used by residents as their source of water, but also because rivers, streams, and other surface water depends on it for recharge. Groundwater contamination is most likely to occur where fractured bedrock is near ground surface, or where only a thin layer of soil separates the ground surface from the water table. Consumer confidence reports issued by WI DNR demonstrate that Altoona's drinking water quality is good, with no violations of disinfectant byproduct or inorganic compound contaminants. In the rural areas located throughout Eau Claire County, however, a potential groundwater contaminant is nitrate-nitrogen, which can come from improperly functioning on-site wastewater systems, animal feedlots, livestock waste facilities, sludge and septage application, lawn and agricultural fertilizers, and decaying plant debris.

Wetlands

Wetlands are important ecological features that help protect and enhance a region's water quality by preventing pollutants from reaching lakes, rivers, streams, and groundwater. Wetlands protect shorelines from erosion and reduce potential flood damage by storing and infiltrating runoff from rainstorms and snow melt. Additionally, wetlands provide critical habitat for many native plant and animal species. According to the Wisconsin DNR Wetland Inventory Maps, wetland habitats exist along Otter Creek within the City of Altoona.

Rain/Flooding Events

Over the past 40 years, total annual precipitation has increased. Some of these larger events have caused billions of dollars of damage each year all over the world. West Central Wisconsin is not immune to these trends. In fact, between 1980-1989 the average precipitation totals per year were about 31 inches, however between 2010-2021, the average increased to nearly 37 inches of per year (based on Chippewa Valley Airport Weather Station Perception Totals from NOAA 1980-2021). Accounting for increased precipitation totals and larger precipitation events are important components of this Plan and have been addressed throughout.

NATURE-BASED RECREATIONAL RESOURCES

Eau Claire County and the Chippewa Valley are home to a wealth of outdoor recreational opportunities. The following is a brief summary of state parks, wildlife areas, natural areas, and county parks that are located near the City of Altoona.

State Trails

The Chippewa River State Trail runs from the downtown Eau Claire to Durand. To the northeast, it connects to the Old Abe State Trail that runs north to Cornell and Brunet Island State Park. To the northwest, it connects to the Red Cedar State Trail which ends up in Menomonie. In total the trail network is 76 miles long and is open to bicyclists, hikers, or walkers.

State Parks

Lake Wissota State Park is located just east of Chippewa Falls. The park features hiking and biking trails, boating, fishing, camping, horseback riding, picnic areas, and winter activities.

Eau Claire County Parks

- Lake Altoona Park (in the City of Altoona)
- L.L. Phillips Park
- Tower Ridge Recreational Area and Ski Trail
- Big Falls County Park
- Harstad Park
- Lake Eau Claire Park
- Lowes Creek Park

City of Eau Claire Parks

The City of Eau Claire offers over 1,100 acres of parks and open space, 30 miles of trails, in 29 total park and recreation sites.

For all City of Altoona Parks and trails see the Utilities and Community Facilities chapter.

ALTERNATIVE ENERGY

The City of Altoona, in partnership with the City of Eau Claire, Eau Claire County, Chippewa Valley Technical College, helps support the Midwest Renewable Energy Association project Solarize Eau Claire This program provides the opportunities for businesses and homeowners to participate in solar buying programs, driving down the cost of infrastructure and providing discounts. Xcel Energy and the Eau Claire County Energy Cooperative offer various incentive and rebate programs for efficiency, electric vehicle charging, and renewable energy equipment. Each are working to install small- and large-scale solar generating facilities throughout the region and have also partnered with the City of Altoona on energy projects. For example, the City of Altoona invested nearly \$300,000 in the Eau Claire Energy Cooperative Solar Farm in 2015 and the City is planning to undertake the creation of a Renewable Energy Action Plan with support from each utility.

NATURAL RESOURCES PLANS

Eau Claire County Hazard Mitigation Plan (2018-2023)

The County's Hazard Mitigation Plan was updated in 2018 with assistance by the West Central Wisconsin Regional Planning Commission. This plan is an update of the 2013 version and was prepared with a grant secured through FEMA and the Wisconsin Division of Emergency Management. That plan focuses on evaluating the County's potential exposure to natural disasters and identifies appropriate mitigation strategies. Some of the key areas to note related to the City of Altoona include:

- High Priority – install storm shelters in parks and other public facilities, in addition to Hillcrest Estates
- Medium/High Priority – install emergency generators for public facilities, develop active shooter plans, and establish heating and cooling centers
- Medium Priority – increase warning siren coverage, incorporate hazard mitigation strategies into City plans, monitor critical infrastructure for cyberattacks
- Medium/Low Priority – implement wildfire mitigation strategies near Lake Altoona

City of Altoona Place Plan (2021)

As mentioned above, the City of Altoona completed an update to its Comprehensive Outdoor Recreation Plan and Bicycle and Pedestrian Strategy in 2021, called the Altoona Place Plan. This document also reflects goals, objectives, and recommendations for conservation and open space areas, beyond just active outdoor recreation. The Place Plan seeks to improve environmental stewardship, natural systems, aesthetics, climate mitigation, and resiliency. Some of the strategic priorities related to these topics include:

- Improving the design and management public lands, including incorporating climate resilience techniques and ecological restoration practices
- Expand use of green infrastructure throughout the city
- Implement an active forestry program
- Investing in quality-of-life amenities and opportunities
- Maximizing cooperation with other agencies and private entities

The Place Plan recommends establishing the Otter Creek Greenway as a natural resource corridor for wildlife habitat preservation, stormwater management, and potential multi-use trail. There are several other existing parks that act as conservancy lands throughout the City.

Eau Claire County Land and Water Resource Management Plan (2012-2022)

This plan is an update to the 1999 and 2007 Eau Claire County Land and Water Resource Management Plan. Specifically, it outlines the County's goals, mission, implementation strategy, and programs/partners. Goals and objectives of the plan are broken out into three program and services categories:

- Water Quality Protection - to protect the county's water resources by reducing the inputs of nutrients and sediments resulting from storm water runoff from construction sites and agricultural activities.
- Land Conservation Planning - Land Conservation Division administration ensuring implementation of this comprehensive Land and Water Resource Management Plan
- Land Preservation Planning - protect Eau Claire County's land and water resources, specifically for the purpose of reducing soil losses or preserving unique and valuable land resources.

Each of these areas have specified performance goals, outcome measures, and annual benchmarks within the 10-year activity plan within the document.

Eau Claire County Comprehensive Plan (2020-2040)

Goals of this plan related to agricultural and natural resources include the following:

- Preserve farmland and the rural landscape as a viable foundation for a strong agricultural economy.
- Minimize land use conflicts between farm and non-farm uses, as well as between farms.
- Protect sensitive environmental resources, wildlife habitat, rural vistas, and local cultural resources for current and future residents of Eau Claire County.

Implementation action items include supporting energy conservation and renewable energy programs, promote surface and groundwater conservation and protection, updating the County's Outdoor Recreation Plan, supporting environmental stewardship, and preserving environmental corridors.

Eau Claire County Forest Land Use Plan (2021-2036)

As of 2021, the County was working to update the plan which aims to manage, conserve, and protect natural resources on a sustainable basis for present and future generations. When completed, it will document needs and priorities, set goals, satisfy state and federal requirements, and provide a broad long-term and detailed short-term guideline for actions.

Eau Claire County Outdoor Recreation Plan (2016-2020)

This plan is an update of the 2011 version, and it outlines goals and objectives, inventories existing conditions, evaluates future demand, and includes action items for implementation. Key goals of the plan include:

- Provide quality park facilities and varied recreational opportunities and experiences to meet the needs of county residents, both now and in the future.
- Provide opportunities for nonresident recreational activity to an extent compatible with County residents' use of County facilities while preserving irreplaceable resources.
- Preserve and protect natural and historical resources within the County.

CHAPTER 9: INTERGOVERNMENTAL OPPORTUNITIES

EXISTING REGIONAL FRAMEWORK

The City of Altoona lies within Eau Claire County and the Chippewa Valley region. Altoona shares its western and portions of its northern boundary with the City of Eau Claire, the Town of Seymour on the northern side of Lake Altoona, and by the Town of Washington to the east and south. Map 1 depicts the boundaries of Altoona’s neighboring and/or overlapping jurisdictions. Relationships with local, regional, and state jurisdictions were analyzed during the City’s planning process to identify mutual planning issues, potential conflicts, and partnerships.

Important State Agency Jurisdictions

The Wisconsin Department of Transportation (WI DOT) is responsible for transportation planning throughout the state and is the primary agency for planning and managing federal and state highways, including USH 53 and 12. WI DOT also reviews and has influence in County and City transportation plans to ensure compatibility between plans. In addition, the WI DOT enforces standards and procedures for projects that include state funding. WI DOT provides service to Eau Claire County residents out of its offices in Eau Claire and Superior.

The Wisconsin Department of Natural Resources (WI DNR) has an office in the City of Eau Claire that serves the Chippewa Valley and surrounding region. WI DNR is responsible for planning state parks, trails, and natural areas, in addition protecting the surface waters in the area. They also work closely with the West Central Wisconsin Regional Planning Commission (WCWRPC) on sewer service area planning and implementation.

West Central Wisconsin Regional Planning Commission (WCWRPC)

WCWRPC has served as the regional planning agency for the area of west central Wisconsin for over 40 years. The commission consists of 21 members (three from each county) who provide information and planning services to the counties of Barron, Chippewa, Clark, Dunn, Eau Claire, Polk, and St. Croix. WCWRPC addresses planning issues that transcend political and natural boundaries such as transportation, water supply, parks and open space, air and water quality, flooding, natural resource base deterioration, and changing land uses. The WCWRPC also provides technical assistance and programs to assist local governments in specialized planning and economic development services, including Safe Routes to School, administering U.S. Economic Development Agency (EDA) grant programs, and others.

The Regional Planning Commission’s plans and studies are referenced throughout this Appendix, as they work on varying different scales including the regional, county, and local level.

WCWRPC also exercises considerable influence over local community planning through establishment and adjustments to sanitary sewer service boundaries. WCRPC has been granted this authority by the Wisconsin Department of Administration. Each Metropolitan Sewer District boundary is determined in part by the projected needs for the area served based on population and land use projections. City, Village, and unincorporated Sanitary Sewer Districts must demonstrate that land use decisions and sanitary sewer projects are consistent with these assumptions and planning goals in order to obtain approvals for adjustments to their sanitary sewer service boundaries, and they may not extend services outside of these boundaries without specific authorization from the State of Wisconsin via WCWRPC.

Metropolitan Planning Organization

Metropolitan Planning Organizations (MPOs) are entities funded by state and federal programs that provide multi-jurisdictional transportation planning coordination, and funding for priority projects. The Chippewa- Eau Claire MPO is administered by the WCWRPC.

Eau Claire County

As documented throughout this Appendix, Eau Claire County has several overlapping plans relevant to the City of Altoona, including:

- Comprehensive Plan
- Land and Water Resources Management Plan
- Hazard Mitigation Plan

- Farmland Preservation Plan
- Community Health Assessment
- Forest Land Use Plan
- Outdoor Recreation Plan

Each plan is summarized and provided in the section above. Additionally, many of the goals, objectives, recommendations, and actions items build on and reflect those within this Plan.

City of Eau Claire Wastewater Treatment

The City of Eau Claire provides wastewater treatment service to all City residents with municipal sewer service. Within Altoona, there are three existing lift stations connected via trunk lines which all feed to the wastewater treatment plant located in the City of Eau Claire. The City of Altoona owns the sanitary sewage collection system (23 miles of pipe) within the city that connects to the larger system via a force main near Otter Creek.

In 2014, the wastewater treatment plant was improved to handle anticipated growth to the year 2030.

Town of Washington

The Town of Washington borders Altoona to the south and east. The Town adopted an updated Comprehensive Plan in 2018, with assistance from Eau Claire County. On the Town’s Planning Area Map, Altoona’s Sewer Service Area and Plat Review Area are shown.

When reviewing the future land use maps of both the City of Altoona Comprehensive Plan and the Town of Washington Comprehensive Plan, there are some differences and some similarities between each.

- **North of the Railroad Tracks.** The Town has designated this area as Rural Residential. Some of this area includes existing rural subdivisions, but there are also large areas of agricultural and undeveloped land in this area. The City’s Future Land Use Map includes portions of this area identified for Low-Scale Neighborhood and Planned Neighborhood.
- **USH 12.** The Town has designated future Rural Commercial, Rural Transition, Rural Residential, and Rural Industrial areas along Highway 12. Some of these areas have already been developed, while others remain in an existing agricultural or open space use. The City’s Future Land Use Map reflects Planned Mixed Use, Planned Neighborhood, and Industrial in this corridor.
- **East Side of Mayer Road.** The Town has designated this area as Rural Transition, meaning lands are intended to remain undeveloped until more intensive residential development may be appropriate. This is reflective of the City’s Future Land Use Map for this area with the Long-Term Growth Area designation shown.
- **South of Prill Road.** The Town has designated the areas surrounding the intersection of Prill Road and Mayer Road as Rural Transition, like other areas east of Mayer Road. This is reflective of the City’s designation of Long-Term Growth Area and Agricultural.
- **CTH KB, South of Railroad Tracks.** The Town has designated the small remaining pocket of land between CTH KB and the City’s existing mobile home park as Urban Mixed Use. This future land use designation generally aligns with the City’s Future Land Use Map designation of Planned Mixed Use and Planned Neighborhood.

The City will continue to attempt to resolve future land use conflicts through discussions with the Town of Washington, and may consider working toward establishing an intergovernmental agreement with the Town. This recommendation is discussed in greater detail later in the Intergovernmental Cooperation Chapter.

Town of Seymour

The Town of Seymour last updated its Comprehensive Plan in 2009. The Town’s Future Land Use Map shows areas north of Lake Altoona as Rural Residential. Most of this area is already developed in this manner and Altoona has no plans to extend services and grow north within the Town. Extending the City boundary to the north into the Town would require crossing the Eau Claire River or Lake Altoona, which is not anticipated. However, the City, County, and Town have a mutual goal of protecting the quality of the lake and downstream water bodies. Intergovernmental collaboration on this topic will be needed throughout the planning period.

City of Eau Claire

The City of Eau Claire updated its Comprehensive Plan in 2015 and is currently working on amendments to select Chapters. Altoona and Eau Claire have an existing collaborative relationship and work together on several shared goals, planning efforts, and initiatives. The two jurisdictions also work together on a variety of regional projects. Currently, the Eau Claire provides wastewater treatment and transit services to the City of Altoona through shared agreements. For the most part, both Eau Claire's and Altoona's Comprehensive Plans complement one another.

Eau Claire's Future Land Use Map shows compatible land uses along the shared boundary with Altoona. Of note is the area bounded by Otter Creek, Prill Road, and Mayer Road. The City of Eau Claire recommends this entire area as Low-Density Housing, which differs from the City of Altoona's Plan, which recommends Planned Neighborhood Type 2, Corridor Mixed Use, and Conservation there. While most of this area is currently in the Town of Washington, additional land use planning between the three municipalities is needed to reflect mutually agreed upon growth patterns through potential intergovernmental boundary agreements.

School Districts

The Altoona School District serves most of the City of Altoona and portions of the Town of Washington. As the District's population has grown rapidly in past decade, the School District continues to plan and evaluate for future facility needs. It is anticipated that another school and/or school expansions will be needed over the planning period. School District trends and planning are outlined in the Utilities and Community Facilities chapter.

The City and School District actively work on implementing the Safe Routes to School Plan, adopted in 2018 and prepared with assistance from the WCWRPC.

CHAPTER 10: ACTION PLAN

PLAN ADOPTION

A first step in implementing the City of Altoona Comprehensive Plan is making sure that it is adopted in a manner which supports its future use for more detailed decision making. The City has included all necessary elements for this plan to be adopted under the State's comprehensive planning legislation. The City has also followed procedures for adopting this Plan under Section 1001(4), Wisconsin Statutes.

PLAN MONITORING

This Plan is intended to be used by government officials, developers, residents, and others interested in the future of the City to guide growth, social change, development, redevelopment, preservation, and overall pursuit of the City's vision and values. Altoona intends to constantly evaluate its decisions on private development proposals, public investments, regulations, incentives, and other actions against the recommendations of this Plan. Following adoption of this Plan, all zoning, subdivision, and official map ordinances and decisions will have to be consistent with the Comprehensive Plan.

This Plan will only have value if it is used, understood, and supported by the community. It is critical that the City make concerted efforts to increase community awareness and education of this Plan. To this end, efforts may include:

- Prominently displaying plan maps and other materials in City offices, gathering places, and online.
- Ensuring that user-friendly, attractive, and up to date materials are continuously updated and are easily accessible on the City's website.
- Speaking to current and future elected officials, community organizations and school groups about the Plan.
- Regularly presenting implementation progress reports to the City Council, Plan Commission, and other municipal bodies.
- Incorporating Plan implementation steps in the annual budget process, capital improvement planning, annual City and department work plans, and other planning initiatives the City is involved in.
- Encouraging all City Staff, commissions, committees, groups, task forces, and other related bodies to become familiar with and use the Plan in their decision making.
- Proactively engaging community institutions, organizations, and other jurisdictions to pursue cooperative implementation.
- Annually reviewing and assessing the Plan by evaluating performance against the implementation steps and timeframe described in Implementation Chapter. This review will appear on the agenda of a regular City Council meeting in late summer or early fall, in advance of the budget process. The City Council will hold a public hearing at the meeting in which the review is held. This meeting should also include the Planning Commission, department heads, and interested members of the public. Resident participation in this review should be actively solicited by public notice and a variety of other methods to achieve inclusive contribution, and public input allowed at the meeting at which the review is held. Any need for specific changes to the Plan in response to changes in the factors on which it was based could be addressed at this review. Amendments to the Plan will be made in accordance with the procedures described in the Plan Amendments section below.

PLAN ADMINISTRATION

This Plan will largely be implemented through an ongoing series of individual decisions about zoning, land division, official mapping, public investments, annexation, and intergovernmental relations. The Plan is likely to be faithfully implemented only through aligning the City's vision and values in an ever-changing environment that requires constant evaluation and calibration to match strategies and actions with these desired outcomes. Collaboration will be paramount. Altoona intends to use this Plan to inform such decisions under the following guidelines:

Zoning

Proposed zoning map amendments (rezonings) should be consistent with the recommendations of this Plan. Specifically, the Future Land Use Map will be used to guide the application of the general pattern of permanent zoning. However, the precise location of zoning district boundaries may vary, as judged appropriate by the Plan Commission and City Council. Departures from the exact land use boundaries depicted on the Future Land Use Map may be particularly appropriate for projects involving a mix of land uses and/or residential development types, properties split by zoning districts, and/or

properties located at the edges of future land use areas. However, in their consideration of zoning map issues, the Plan Commission and City Council will also evaluate the specific timing of the zoning map amendment request, its relationship to the nature of both existing and planned land uses, and the details of the proposed development. Therefore, this Plan allows for the timing of zoning actions and the refinement of the precise recommended land use boundaries through the zoning, conditional use, and land division processes.

Land Division

Proposed land divisions should be generally consistent, but not necessarily precisely consistent, with the recommendations of this Plan. Specifically, the Future Land Use Map and the Transportation and Community Facilities Map (and the policies behind these maps) will be used to guide the general pattern of development, and the general location and design of public streets, parks, and utilities. However, in their consideration of land divisions, the Plan Commission and City Council will also evaluate the specific timing of the land division request, its relationship to the nature of both existing and future land uses, and the details of the proposed development. Departures from the exact locations depicted on these maps will be resolved through the land division process for certified survey maps, preliminary plats, and final plats both within the City limits and the extraterritorial jurisdiction. This Plan allows for the timing and the refinement of the precise recommended development pattern and public facilities through the land division process as deemed appropriate by the Plan Commission and City Council.

Official Mapping

The Transportation and Community Facilities Map will be used to guide the general location and design of both existing and new public streets, public parks, and utilities. The City's Official Map may be updated to capture these recommendations. In their consideration of official mapping issues, the Plan Commission and City Council will also evaluate the specific timing of the development request, its relationship to the nature of both existing and future land uses, and the details of the proposed development. Departures from the exact locations depicted on Plan maps will be resolved through the official mapping and platting processes both within the City limits and the extraterritorial jurisdiction.

Public Investments

Proposed public investment decisions will be guided by the recommendations of this Plan. These investments may include parks and infrastructure projects through the Capital Improvement Plan, acquisition of land for development or preservation, or and other means. However, the timing and precise location of public investments may vary, as judged appropriate by the Plan Commission and City Council. This Plan allows for the timing and the refinement of the precise recommended public facilities and other public investments as deemed appropriate by the Plan Commission and City Council.

Annexations

Proposed annexations will be guided by the recommendations of this Plan. Specifically, the Future Land Use Map and the Transportation and Community Facilities Map of this Plan will be among the factors considered when evaluating a request for annexation. Annexation proposals on lands that are designated for urban development, as locations for future transportation facilities, and/or as locations for future community facilities will be more strongly considered for annexation approval. However, in their consideration of annexation proposals, the Plan Commission and City Council will also evaluate the specific timing of the annexation request, its relationship to the overall regularity of the corporate boundary, the ability to provide utilities and public services to the site, the costs associated with the proposed annexation, and consistency with goals described in this Plan to create a compact city.

Intergovernmental Relations

Proposed intergovernmental relations decisions, including intergovernmental agreements, will be guided by the recommendations of this Plan as deemed appropriate by the Plan Commission and City Council. However, in their consideration of intergovernmental decisions and agreements, the Plan Commission and City Council will also evaluate a wide variety of other factors. Departures from the recommendations of this Plan will be resolved by the City Council through the intergovernmental process.

Interpretation

The interpretation of this Plan shall be the responsibility of the City Council, as guided by recommendations of the Plan Commission.

PLAN AMENDMENTS

This Plan can be amended and changed. Amendments may be appropriate in the years following initial plan adoption, particularly in instances where the Plan is becoming irrelevant or contradictory to emerging policy or trends, or does not provide specific advice or guidance on an emerging issue. “Amendments” are generally defined as minor changes to the Plan maps or text. The Plan should be specifically evaluated for potential amendments every three years. Frequent amendments to accommodate specific development proposals should be avoided, or else the plan will become meaningless.

The State comprehensive planning law requires that the City use the same basic process to amend a comprehensive plan as is used to initially adopt the plan. This means that the procedures defined under Section 66.1001(4), Wisconsin Statutes, need to be followed:

1. Either the City Council or Plan Commission initiates the proposed Comprehensive Plan amendment. This may occur as a result of a regular Plan Commission review of the Plan, or may be initiated at the request of a property owner or developer.
2. The City Council adopts a resolution outlining the procedures that will be undertaken to ensure public participation during the Plan amendment process (see Section 66.1001(4)a of Statutes and model resolution included in this Comprehensive Plan).
3. The Plan Commission prepares or directs the preparation of the specific text or map amendment to the Comprehensive Plan.
4. The Plan Commission holds one or more public meetings on the proposed Comprehensive Plan amendment. Following the public meeting(s), the Plan Commission makes a recommendation by resolution to the City Council by majority vote of the entire Commission (see Section 66.1001(4)b of Statutes).
5. The City Clerk sends a copy of the recommended Plan amendment (not the entire comprehensive plan) to all adjacent and surrounding government jurisdictions and the County as required under Section 66.1001(4)b, Wisconsin Statutes. These governments should have at least 30 days to review and comment on the recommended Plan amendment. Nonmetallic mine operators, any person who has registered a marketable nonmetallic mineral deposit with the local government, and any other property owner or leaseholder who has requested notification in writing must be informed through this notice procedure. These governments and individuals should have at least 30 days to review and comment on the recommended Plan amendment.
6. The City Clerk directs the publishing of a Class 1 notice, published at least 30 days before a City Council public hearing and containing information required under Section 66.1001(4)d, Wisconsin Statutes.
7. The City Council holds the formal public hearing on an ordinance that would incorporate the proposed Plan amendment into the Comprehensive Plan.
8. Following the public hearing, the City Council approves (or denies) the ordinance adopting the proposed Plan amendment. Adoption must be by a majority vote of all members. The City Council may require changes from the Plan Commission recommended version of the proposed Plan amendment.
9. The City Clerk sends a copy of the adopted ordinance and Plan amendment (not the entire Comprehensive Plan) to all adjacent and surrounding government jurisdictions, nonmetallic mine operators, any person who has registered a marketable nonmetallic mineral deposit with the local government, and any other property owner or leaseholder who has requested notification in writing as required under Sections 66.1001(4)b and c, Wisconsin Statutes.

PLAN UPDATE

The State comprehensive planning law requires that a community’s comprehensive plan be updated at least once every ten years. As opposed to an amendment, an update is often a substantial rewrite of the Plan document and maps. Based on this deadline, the City should update this Comprehensive Plan by the year 2032, at the latest. The City should continue to monitor any changes to the language or interpretations of the State law over the next several years.

CONSISTENCY AMONG PLAN ELEMENTS

The State comprehensive planning statute requires that the implementation element “describe how each of the elements of the comprehensive plan shall be integrated and made consistent with the other elements of the comprehensive plan.” Because the various elements of this Plan were prepared simultaneously, there are no known internal inconsistencies between the different elements or chapters of this Plan.

THE CITY of *Altoona*

PLAN COMMISSION RESOLUTION 7A-22PC

RECOMMENDING THE ADOPTION OF THE
2022 CITY OF ALTOONA COMPREHENSIVE PLAN

WHEREAS, Section 66.1001(4), Wisconsin Statutes, establishes the required procedure for a local government to adopt a Comprehensive Plan (hereinafter "Plan"); and

WHEREAS, the City of Altoona Plan Commission has the authority and responsibility to recommend the 2022 City of Altoona Comprehensive Plan to the City Council, under Section 66.1001(4)(b); and

WHEREAS, the City of Altoona has, in compliance with the requirements of section 66.1001(4)(d) of the Wisconsin Statutes, provided multiple opportunities for public involvement and contributions to the Plan per its adopted public participation plan; and

WHEREAS, the Plan is complete and serves as the official policy of the City of Altoona as defined in Wisconsin Statutes and other such purposes, and replaces all previous versions most recently adopted on July 23, 2009; and

WHEREAS, the Plan is created as the guide to the physical, social, and economic development and wellbeing of the City and nearby areas, to advance the public health, safety, and general welfare of all its people, in the present and into the future; and

WHEREAS, on July 14, 2022, the Plan Commission reviewed the proposed 2022 City of Altoona Comprehensive Plan; and

NOW, THEREFORE, BE IT RESOLVED that the Plan Commission of the City of Altoona hereby recommends that the City Council adopt an ordinance to adopt the 2022 City of Altoona Comprehensive Plan in which the Plan Commission recommended for approval at its July 14, 2022 meeting.

This Resolution was adopted at a meeting of the Plan Commission of the City of Altoona on the 14th day of July, 2022.



By: *Brendan Pratt*
Brendan Pratt, Mayor and Plan Commission Chair

ATTEST: *Cindy Bauer*
Cindy Bauer, City Clerk

THE CITY of *Altoona*

ORDINANCE 7A-22

ADOPTION OF THE 2022 CITY OF ALTOONA COMPREHENSIVE PLAN

The City Council of the City of Altoona, Wisconsin, does ordain as follows:

WHEREAS, pursuant to sections 61.35 and 62.23(2) and (3) of Wisconsin Statutes, the City of Altoona 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; and

WHEREAS, the City Council adopted a public participation plan with Resolution 7A-21, and has since followed that plan to foster participation and contribution in every stage of the preparation of the comprehensive plan as required by §66.1001(4)(a) of the Wisconsin Statutes; and

WHEREAS, the City of Altoona has, in compliance with the requirements of section 66.1001(4)(d) of the Wisconsin Statutes, provided multiple opportunities for public involvement and contribution per its adopted public participation plan; and

WHEREAS, the Plan Commission of the City of Altoona, by a majority vote of the Commission recorded in its official minutes, has adopted a resolution recommending to the City Council the adoption of the City of Altoona 2022 Comprehensive Plan on July 14, 2022; and

WHEREAS, the Comprehensive Plan is complete and serves as the official policy of the City of Altoona as defined in Wisconsin Statutes and other such purposes, and replaces all previous versions most recently adopted on July 23, 2009; and

WHEREAS, the Comprehensive Plan is created as the guide to the physical, social, and economic development and wellbeing of the City and nearby areas, to advance the public health, safety, and general welfare of all its people, in the present and into the future; and

WHEREAS, on July 14, 2022, the City Council held a public hearing on the proposed 2022 Comprehensive Plan and considered the public comments made and the recommendations of the Plan Commission and staff; and

NOW, THEREFORE, the City Council of Altoona, Wisconsin, does ordain that the 2022 Comprehensive Plan is hereby adopted pursuant to section 66.1001(4)(c) of Wisconsin Statutes.

Enacted this 14th Day of July, 2022.

By: *Brendan Pratt*
Brendan Pratt, Mayor

ATTEST: *Cindy Bauer*
Cindy Bauer, City Clerk

Approved: 7/14/2022
Published: 7/19/2022
Adopted: 7/14/2022

