

# CITY OF ALTOONA, WISCONSIN EAST NEIGHBORHOOD RESIDENTIAL DEVELOPMENT PLAN

ADOPTED: 7.14.22



Prepared by:



*Altoona*

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# PLAN FOUNDATION

The East Neighborhood Plan creates a planning framework to guide the implementation of this key growth area for the City of Altoona. Designed to facilitate a wide range of diverse housing options, vibrant open spaces, and neighborhood-serving commercial uses set within an urban design that promotes active transportation and fiscal sustainability, this new emerging neighborhood will balance growth opportunities while facilitating sustainable initiatives for the City as called for in the 2022 Comprehensive Plan and 2019 Housing Action Plan. Below are the three established planning lenses from the City's Comprehensive Plan that were used in tandem to guide the development of the East Neighborhood Plan. They include:

- **Climate Action:** Proactive and urgent action to mitigate climate change and improve the community's resiliency to the impacts of an ever-changing climate.
- **Social Equity:** Striving to achieve social equity through creating equitable access and quality of services and opportunities, addressing disparities in health, wealth, and safety outcomes, and engaging and including all residents.
- **Economic Vitality:** Maintaining fiscal sustainability through efficient, responsible, and informed public investments, service improvements, and enhancement of quality of life amenities.



# PLAN GOALS

The design and implementation of the East Neighborhood are guided by the following key principles, which are interwoven throughout the neighborhood concept:

- The Plan will establish an ambitious vision that is also pragmatic in nature, taking into considerations realistic market conditions.
- This neighborhood will be both contemporary and timeless in urban design.
- Housing types will include a variety of options, focusing on diverse and affordable forms, scales, price points consistent with regionally representative incomes, and occupancy types ("missing middle") within sustainable walkable neighborhoods.
- Commercial uses and building forms will be context-sensitive for neighborhood livability and highway-frontage functionality.
- Parkland will be located strategically and intentionally as a focal point for residents.
- The transportation system will be arranged for efficiency, resilience, and convenience of multi-modal transportation options, taking into account long-term considerations regarding maintenance and potential public transportation access.
- The public realm acts as an instrumental component of the neighborhood, featuring welcoming, enjoyable, walkable, and multi-functional spaces, and integrating green infrastructure and ease of mobility.
- Environmental stewardship, including zero-net-energy and carbon neutrality, is an integral element of the neighborhood.

# TRADITIONAL NEIGHBORHOOD DESIGN PRINCIPLES

Reflecting the goals, vision, and strategies of the City’s Comprehensive Plan, the neighborhood is designed to implement Traditional Neighborhood Design Principles that guide overall neighborhood character, building characteristics, and sub-neighborhood configurations.

## **Integrate a diversity of high-quality housing types to accommodate a variety of lifestyles and age groups.**

- Ensure that a variety of housing types are included and arranged in a compact and interconnected form. Particular attention should be paid to the scale of buildings, walking distances, and the design of other neighborhood features such as streetlights and signage.

## **Ensure the long-term preservation of community character and high quality of life.**

- Design neighborhoods around community gathering places, such as parks, public squares, outdoor dining establishments, schools, churches, and other community facilities.
- Integrate environmental features as common open spaces for active or passive recreation and public gathering spots.

## **Provide housing, parks, and schools within walking distance of shops, services, and jobs.**

- Integrate neighborhood-scale commercial and office uses and other small-scale community facilities in appropriate locations, generally along busier streets and intersections to draw on broader markets.
- Create attractive, active streetscapes that incorporate site and building design strategies such as decreased setbacks, front porches, balconies, and other architectural features to create a safe, pleasant walking environment.

## **Blend multi-modal transportation options into neighborhood design.**

- Design neighborhoods to facilitate pedestrian movement within and between neighborhoods. Provide sidewalks along all streets and multi-use trails in the environmental corridors and parks.
- Interconnect nearly all streets both within the neighborhood and to existing and future adjoining neighborhoods.
- Accommodate on-street parking and promote narrower streets to calm traffic and increase pedestrian safety.

## **Preserve environmental systems that define, sustain, and connect neighborhoods and communities.**

- Integrate environmental features into the neighborhood as common open spaces for active or passive recreation, public gathering spots, or flood protection and stormwater management.
- Provide adequate vegetated buffers between development and natural features.

## **Reduce demand for resources needed for transportation, public infrastructure, services, and housing.**

- Use sustainability and public health as lenses for designing all new neighborhoods.
- Integrate sustainable best practices such as on-site stormwater management, renewable energy production, waste reduction, and energy-efficient fixtures and building materials.
- Both the short-term and long-term public health impacts should be considered carefully through multi-modal transportation opportunities, mixing of compatible land uses, and prevention of isolated, standalone neighborhoods that are not fully integrated into the larger community.
- Integrate stormwater management systems from lot to neighborhood focused on infiltration and filtration systems from roof to release point.
- Explore opportunities for distributed energy systems on a lot and neighborhood basis.
- Encourage green building construction techniques.
- Utilize efficient mixed use development patterns and housing formats to reduce land consumption and foster multi-modal walkable neighborhoods.

# EAST NEIGHBORHOOD PLAN

Building on the goals and design principles described above, the following outlines each of the East Neighborhood Plan’s key components. Together these components aim to advance the City’s vision and goals in the eventual build-out of the neighborhood.

## NON-RESIDENTIAL LAND USES

The East Neighborhood Plan provides opportunities for residents in meeting some daily needs by providing space for future office, commercial, institutional, and mixed-use land uses.

- Commercial, employment, and institutional uses should be well-integrated into the neighborhood to serve both neighborhood and community-wide needs, connected via multi-modal transportation opportunities.
- Commercial nodes are intended to leverage the regional exposure on USH12, but should maintain neighborhood scale and character.
- Design of the commercial uses should balance vehicular and pedestrian access with a focus on creating urban environments that support the adjoining neighborhood.



## RESIDENTIAL LAND USES

The East Neighborhood Plan incorporates a range of residential options to provide diversity in housing choice. Development formats include single-family, two-family, and multi-family options at different scales, forms, price points, and occupancy status.

### Two-Family and Multi-Family

In various formats and locations, the East Neighborhood Plan includes multi-family opportunities that aim to:

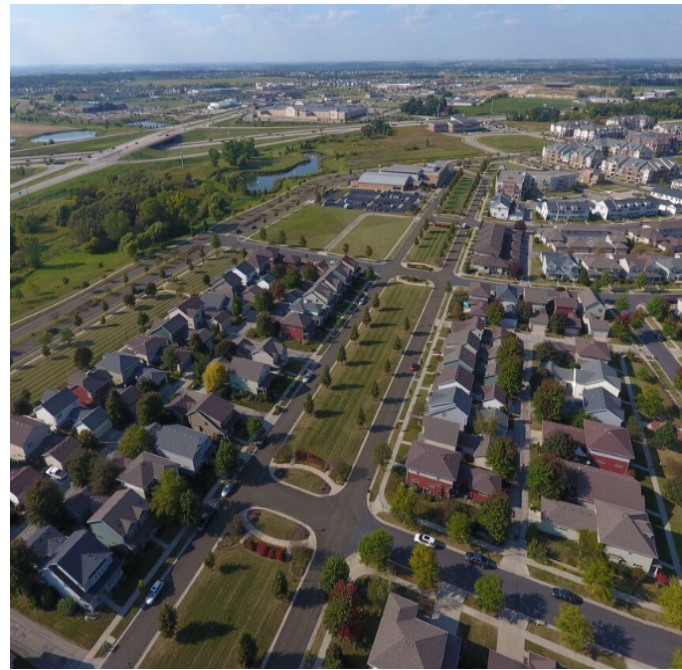
- Maintain neighborhood character through high-quality architecture and materials, pedestrian-focused streetscapes, and a variety of scales.
- Integrate twinhomes/duplexes, four units, townhomes, and interior hallway in rental or condominiums configurations to offer a variety of housing choices within the neighborhood while transitioning from higher density uses.
- Include a range of price points in both owner-occupied and rental formats.
- Create architectural character and site designs with pedestrian-focused environments with first floor entrances and appropriately scaled residential architecture that reinforces the pedestrian streetscape.



## Single Family

Opportunities also are provided for different single-family options based on size, scale, and configuration. A full range of formats and price points within single-family homes provides opportunities for first-time home buyers, people looking to move up, luxury buyers, and residents seeking to downsize.

- **Alley-accessed configuration:** This format orients the front door and porch of the home to the street with a minimal front setback to either the public street or park space. Each also would have a rear-loaded garage facing a public or private alley along the rear property line. This configuration provides opportunities for narrower and smaller-size lots that can reduce land costs, offer a new product in the regional marketplace, and increase densities.
- **Conventional configuration:** This format reflects the traditional configuration of single-family homes in Altoona. The front door faces the public street with an attached or detached garage on either side of the structure also facing (with access to) the public street. This configuration would require larger and wider lots than the alley-loaded option, but with well-planned building design and setbacks, this configuration can provide a desirable option for portions of the future neighborhood while broadening the opportunities for diversity of housing formats and price points.



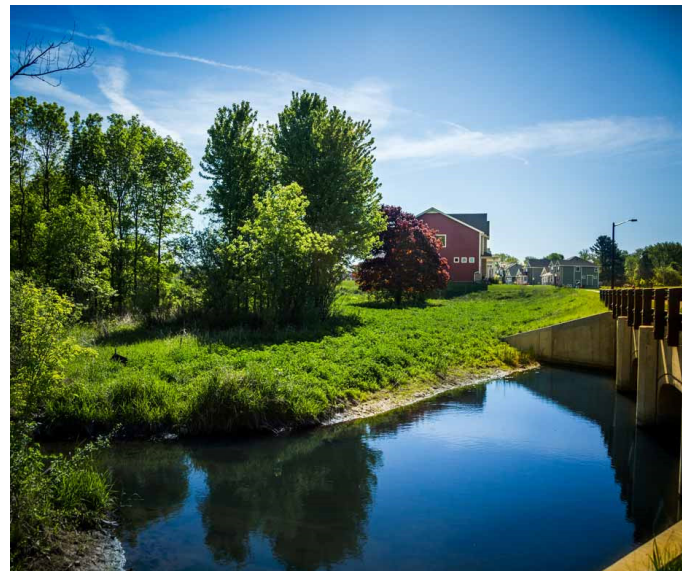
## Zoning Requirements

The single-family, two-family, and multi-family options could be accomplished through the City's existing zoning ordinance. In some instances, this may be accomplished through the standard zoning districts, but in other formats, this may require the use of a Planned Unit Development. The Comprehensive Plan recommends a host of zoning amendments for the City to pursue through the implementation of the plan. If amended, this could allow all desired building formats and types in the East Neighborhood Plan without the need for a Planned Unit Development. Each is detailed further within the City's Comprehensive Plan.

## PARKS & OPEN SPACE

A critical component of the East Neighborhood Plan is the integration of parks and open spaces. This neighborhood is envisioned to include some higher density building types, which emphasizes the need for well-connected parks and open spaces where traditional on-site private amenities are not available. The plan features:

- The buffer and preservation of natural features located on the property that serve to provide connected green space corridors and natural habitats within the neighborhood.
- Developed neighborhood parks within walking distance of all future residents that are connected via sidewalks and a planned off-street trail network.
- A community park that serves to protect the former landfill site, while featuring robust open space and future amenities to serve the entire development.



## TRANSPORTATION

The East Neighborhood Plan is designed to provide multi-modal connectivity both within the development itself and to the rest of the community. This can be accomplished through:

- Diversifying street cross sections that provide narrower local streets for traffic calming and added pedestrian and bicycle safety, in addition to wider streets for heavier vehicle traffic volumes, potential public transportation accommodations, and opportunities for on-street bicycle facilities. Narrow alleys also are identified to directly serve individual blocks and properties.
- Configuring the street to reflect a traditional grid pattern. This disperses traffic volumes more evenly throughout the neighborhood and helps create a sense of place, safer intersections, and better overall connectivity. There are also multiple access points planned to adjacent arterial roadways and future access points to extend into future growth areas. Together these serve to integrate the new neighborhood within the rest of the existing and future urban fabric.
- Promoting active transportation options throughout. The neighborhood design is intended to provide and promote walking and bicycling options to and from destinations within the development and the greater City-wide network.



The neighborhood street grid illustrates two alternative street extensions to the east to accommodate important interconnectivity with future growth areas. These connections will require additional engineering study to determine the extent that culverts or bridges may be needed to span the existing creek and drainage corridors.

## STORMWATER MANAGEMENT AT ALL LEVELS

Stormwater management within the neighborhood is focused on infiltrating and treating stormwater runoff throughout the neighborhood from rain drop to release. The system should be designed with infiltration and filtration throughout the neighborhood, focused on a distributed network of differing scales of treatment.

- **Rain Gardens:** Each lot should have a private rain garden that will collectively produce substantial neighborhood and community environmental benefits. These rain gardens will absorb and filter stormwater runoff, while also enhancing the aesthetic character of the neighborhood.
- **Rain Barrels:** Each home should have a rain barrel that will capture rainwater for use for gardening or other related needs. This also will help prevent rain from becoming stormwater runoff and reduce municipal water usage.
- **Terrace Rain of Gardens:** Rain gardens in the terraces of residential streets can offer micro-scale infiltration for the neighborhood. These facilities would be maintained by the adjoining homeowners.
- **Neighborhood-Wide Bio-Swales:** Bio-swales have tremendous environmental benefits and could be integrated along the rear lot line of homes within the neighborhood or within public open space, where feasible.



- **Neighborhood Median Swale:** Right-of-way medians in the neighborhood offer additional opportunities for regional treatment of stormwater runoff, filtration, and infiltration.
- **Permeable Pavement:** Porous or permeable pavement acts to allow some stormwater to infiltrate directly into the soil below, further reducing volumes during precipitation events. This practice could be utilized for driveways or parking areas.
- **Underground Detention Systems:** Within the larger neighborhood developments, there may be opportunities for the use of underground detention systems to hold stormwater runoff during heavy precipitation that act to slowly release water into the site's larger system.
- **Regional Detention and Infiltration Basins:** A regional system acts in concert with the smaller stormwater mitigation techniques identified above to capture, treat, and infiltrate runoff from the entire neighborhood. The East Neighborhood Plan identifies several potential sites where regional facilities could be located.

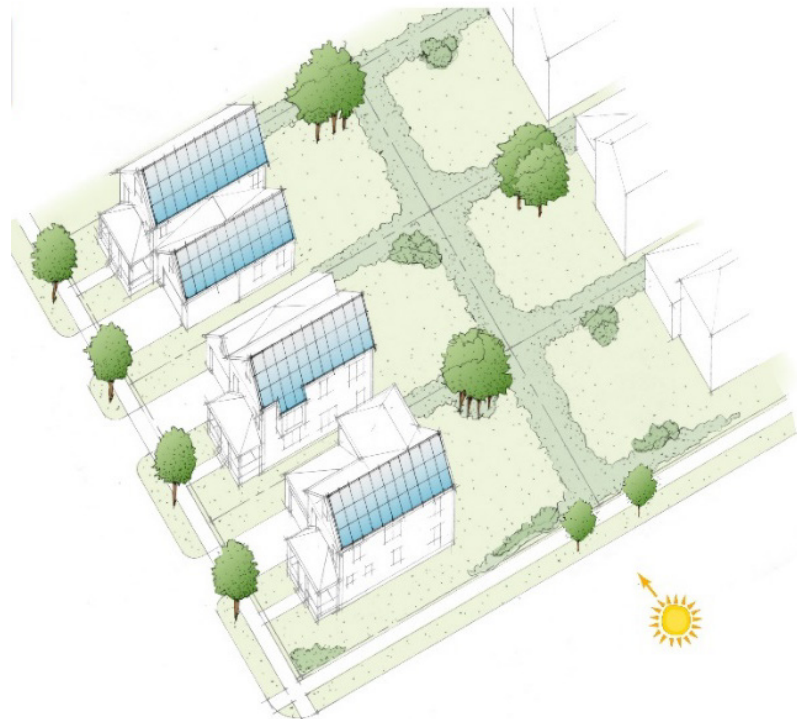


## ALTERNATIVE ENERGY INTEGRATION

The opportunity to integrate distributed energy within the neighborhood is integral to reducing the environmental impact of the neighborhood development. Systems such as solar panels, geothermal, and electric vehicle charging should be evaluated for each development and building within the neighborhood.

**On-Site Solar Panels:** Individual buildings can provide their own energy supply or offset a portion of their energy demands by utilizing on-site solar panels. Below are recommendations for the future placement of on-site solar panels within the East Neighborhood:

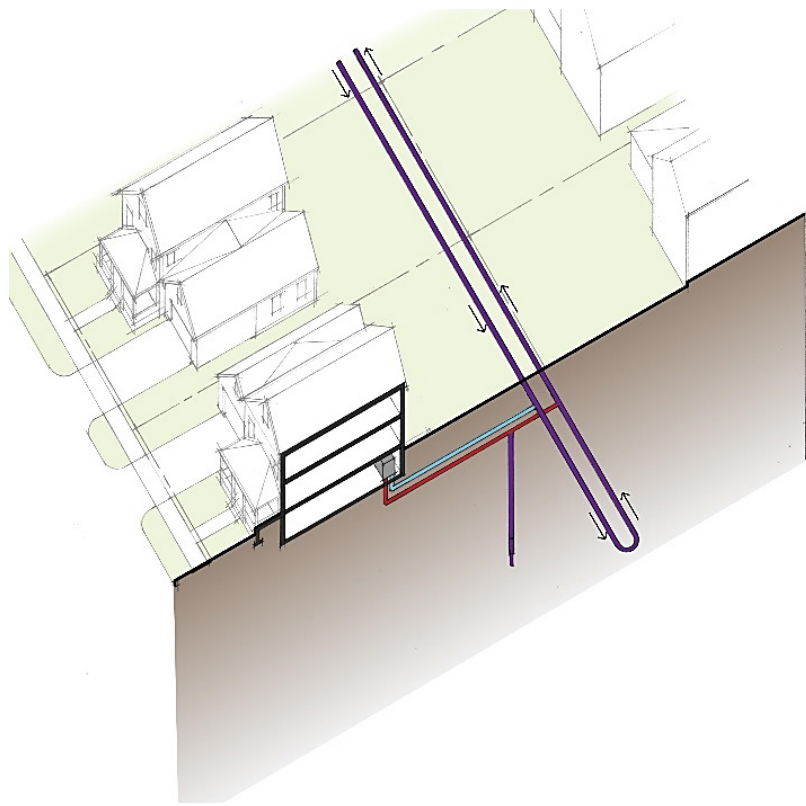
- **Street and house orientation:** Orient streets and homes to maximize available sunlight exposure where street and yard vegetation do not impede the panels.
- **Roof and solar orientation:** The roof eaves should run east/west with solar panels on the south-facing slope to maximize sunlight exposure.
- **Neighborhood solar installations:** Additional solar installations could be achieved through exploring solar trail lighting, solar shade/panel arrays for larger surface parking lots, or integration with larger scale building roof systems for multi-family, commercial, or institutional uses.
- **Site vegetation:** Plant low-growing vegetation to prevent shading of solar panels in select areas.
- **Street trees:** Plant canopy trees where they will not shade solar panels or utilize understory trees in select areas.





**Geothermal:** Potential neighborhood-level geothermal heating and cooling networks offer an environmentally sustainable option for reducing the neighborhood's carbon footprint. Exploring economies of scale and/or municipal participation could facilitate a pilot study in the neighborhood.

- Neighborhood heating and cooling loop: Place the neighborhood level heating/cooling loop at the rear of property. This loop system is connected to each lot system and operated by a neighborhood "central pump" system. The upfront costs and operation of the neighborhood-wide system potentially could be operated as a monthly fee/quasi-utility, allowing the upfront costs to be spread out over the life of the system.
- Vertical wells: Each lot can accent the neighborhood system with individual on-site vertical wells.
- Connecting piping: Each home also can be connected to the neighborhood system through private looping on each individual property.
- Heat pump and exchanger: Each home's heating and cooling systems are supplied through a private heat pump/exchanger, offering sustainable heating and cooling with lower utility costs. The energy demands of the private lot heat pump could be offset through pairing with on-site solar energy, as described above.



**Electric Vehicle (EV) Charging Systems:** As the number of electric vehicles continues to increase, there are opportunities within the neighborhood to integrate EV charging systems.

- Residential: EV-ready residential uses could either supply upfront charging systems within the garage or parking area or install dry conduit for pre-plumbed circuit extensions to accommodate easy installation in the future.
- Non-residential: Individual surface parking lots should provide designated areas for on-site EV charging station systems or, at a minimum, construct the conduit that could accommodate easy installation in the future.

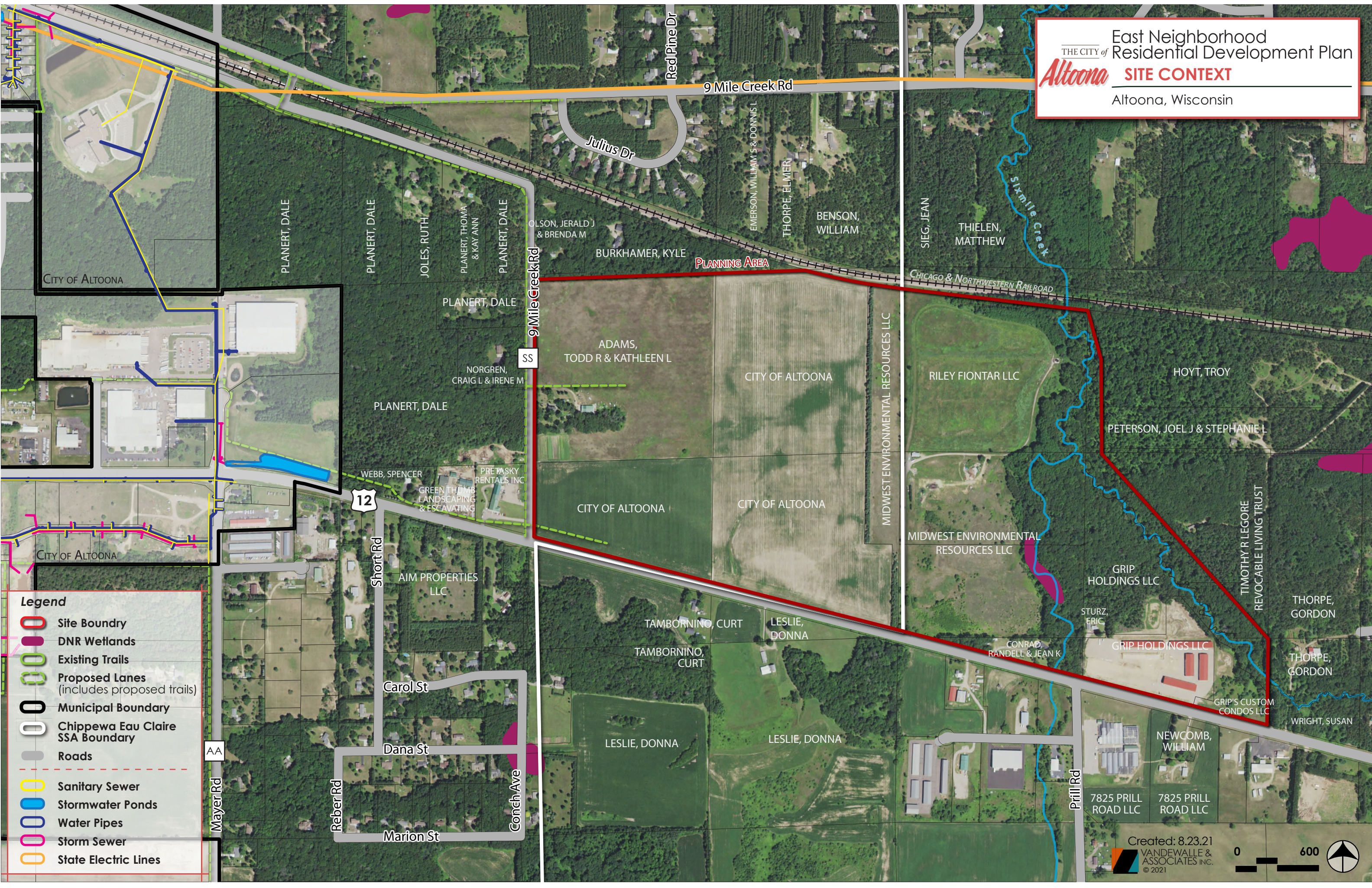


## SUSTAINABILITY AND CLIMATE ACTION

One of the City's key goals of this plan is to provide a sustainable and climate-resilient new neighborhood in Altoona. As described above, this also has been a lens through which the City's Comprehensive Plan and the East Neighborhood Plan were developed. The design of the neighborhood was predicated on providing diverse housing options, mixed land uses, an interconnected multi-modal transportation network, protection of natural resources, plentiful parks and open space, adequate stormwater management, and alternative energy potential. Through the implementation of this plan, this vision can be accomplished.



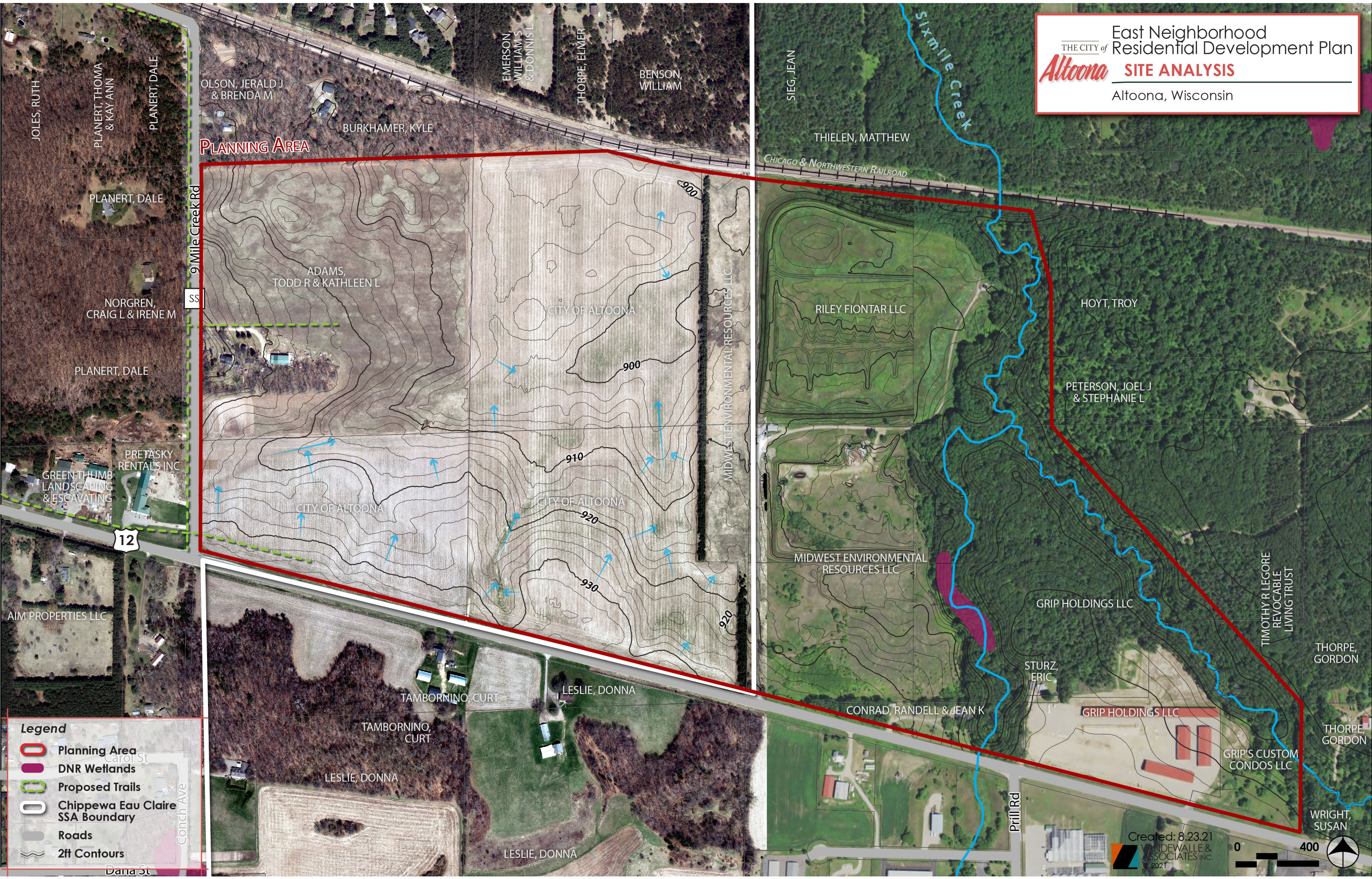
THE CITY of **Altoona** East Neighborhood Residential Development Plan  
**SITE CONTEXT**  
 Altoona, Wisconsin



**Legend**

- Site Boundary
- DNR Wetlands
- Existing Trails
- Proposed Lanes (includes proposed trails)
- Municipal Boundary
- Chippewa Eau Claire SSA Boundary
- Roads
- Sanitary Sewer
- Stormwater Ponds
- Water Pipes
- Storm Sewer
- State Electric Lines

THE CITY of **Altoona** East Neighborhood Residential Development Plan  
**SITE ANALYSIS**  
 Altoona, Wisconsin













**Legend**

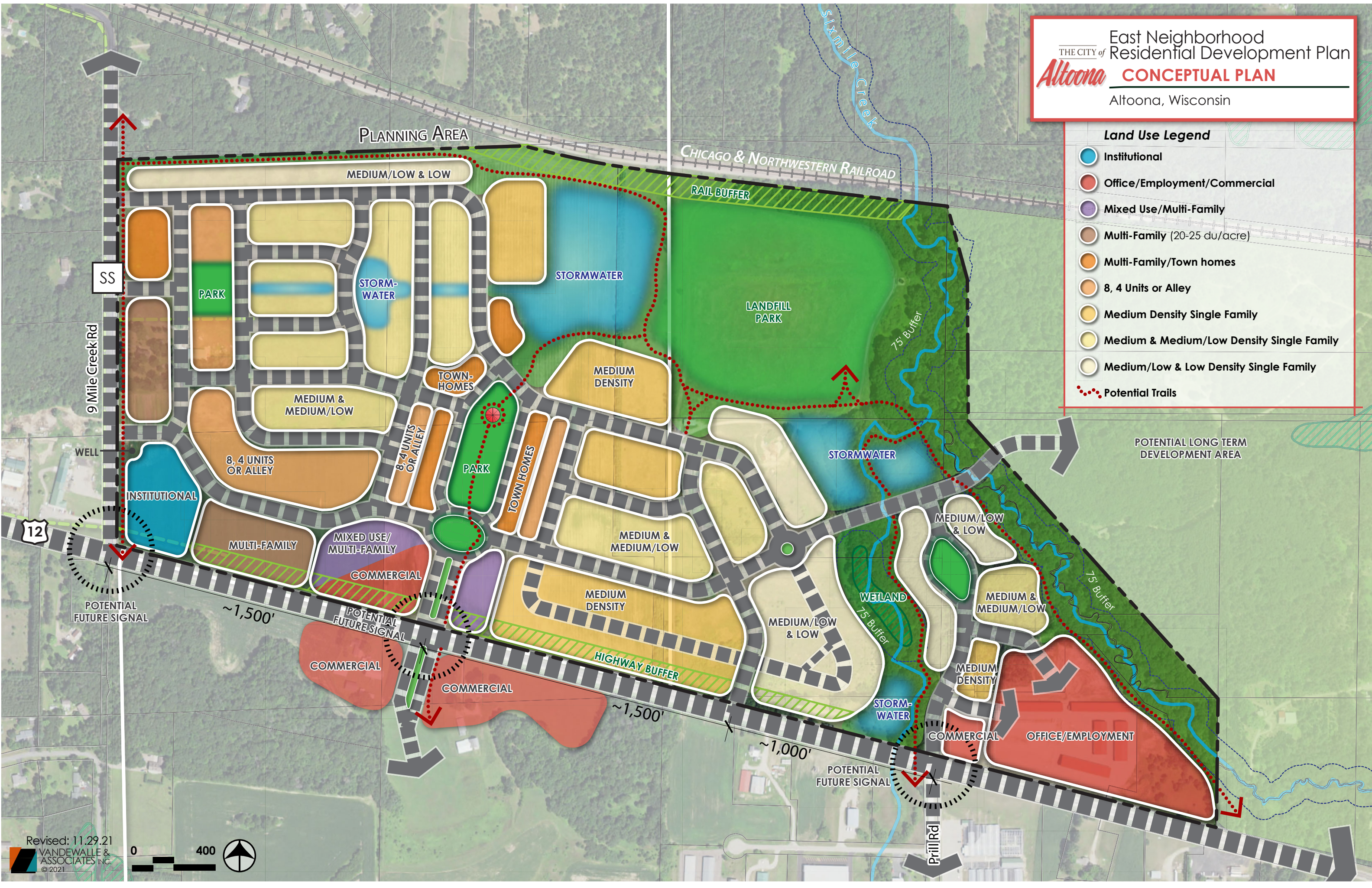
- ▭ Planning Area
- ▭ DNR Wetlands
- ▭ Proposed Trails
- Chippewa Eau Claire SSA Boundary
- Roads
- ▭ 2ft Contours

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THE CITY of **Altoona** **CONCEPTUAL PLAN**  
 East Neighborhood Residential Development Plan  
 Altoona, Wisconsin

- Land Use Legend**
-  Institutional
  -  Office/Employment/Commercial
  -  Mixed Use/Multi-Family
  -  Multi-Family (20-25 du/acre)
  -  Multi-Family/Town homes
  -  8, 4 Units or Alley
  -  Medium Density Single Family
  -  Medium & Medium/Low Density Single Family
  -  Medium/Low & Low Density Single Family
  -  Potential Trails





THE CITY of Altoona  
**Altoona** SINGLE FAMILY  
Altoona, Wisconsin



THE CITY of Altoona  
**Altoona** East Neighborhood Residential Development Plan  
**8 & 4 UNITS, OR ALLEY**  
Altoona, Wisconsin



THE CITY of Altoona East Neighborhood Residential Development Plan  
**Altoona TOWNHOMES, MULTI-FAMILY**  
Altoona, Wisconsin





THE CITY of *Altoona*

PLAN COMMISSION RESOLUTION 7B-22PC

RECOMMENDING THE ADOPTION OF THE  
EAST NEIGHBORHOOD CONCEPT PLAN

**WHEREAS**, in order to guide the orderly and efficient development of the City in alignment with the City's vision, values and goals as described in its Comprehensive Plan, the City directed the creation of the East Neighborhood Concept Plan (hereafter, "Plan"); and

**WHEREAS**, the Plan describes the City's expected land use, infrastructure, open space, and other characteristics desired and expected of the subject area; and

**WHEREAS**, the Plan is created as the City's guide to inform land use, capital planning, and other decisions within and nearby the subject area, and the City expects these decisions shall be generally consistent with the Plan as it has been created or is subsequently amended; and

**WHEREAS**, the City has conducted multiple opportunities and forms of public involvement and contributions to the Plan throughout its development; and

**WHEREAS**, the Plan has been created in parallel with the Comprehensive Plan as an expression of the City's goals as applied to the specific geography described in the Plan, resolved in greater detail; and

**WHEREAS**, on July 14, 2022, the Plan Commission reviewed the East Neighborhood Concept Plan at a duly noticed public meeting; and

**NOW, THEREFORE, BE IT RESOLVED** that the Plan Commission of the City of Altoona hereby recommends that the City Council adopt a resolution to accept and adopt the East Neighborhood Concept Plan as City's guide to land use, infrastructure, and general development of the subject territory.

This Resolution was adopted at a meeting of the Plan Commission of the City of Altoona on the 14<sup>th</sup> 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*

RESOLUTION 7C-22

ADOPTION OF THE EAST NEIGHBORHOOD CONCEPT PLAN

**WHEREAS**, in order to guide the orderly and efficient development of the City in alignment with the City's vision, values and goals as described in its Comprehensive Plan, the City directed the creation of the East Neighborhood Concept Plan (hereafter, "Plan"); and

**WHEREAS**, the Plan describes the City's expected land use, infrastructure, open space, and other characteristics desired and expected of the subject area; and

**WHEREAS**, the City has conducted multiple opportunities and forms of public involvement and contributions to the Plan throughout its development; and

**WHEREAS**, the Plan has been created in parallel with the Comprehensive Plan as an expression of the City's goals as applied to the specific geography described in the Plan, resolved in greater detail; and

**WHEREAS**, the City Council finds that the East Neighborhood Concept Plan is consistent with the Comprehensive Plan; and

**WHEREAS**, on July 14, 2022, the City Council reviewed the Plan at a duly noticed public meeting; and

**NOW, THEREFORE, BE IT RESOLVED** that the City Council of the City of Altoona accepts and adopts the East Neighborhood Concept Plan as City's guide to land use, infrastructure, and general development of the subject territory, and that decisions within the subject area shall be scrutinized with consistency of the Plan as it has been adopted or subsequently amended.

Dated this 14<sup>th</sup> day of July, 2022.

By: *Brendan Pratt*  
Brendan Pratt, Mayor

ATTEST: *Cindy Bauer*  
Cindy Bauer, City Clerk

