

CITY OF CHIPPEWA FALLS

Comprehensive Plan

2024-2044

Open House Draft
4/1/24



adopted:
Month XX, 2024

CITY OF CHIPPEWA FALLS

Comprehensive Plan

2024-2044



prepared with assistance from
West Central Wisconsin Regional Planning Commission



Add Plan Adoption Resolution Here

Acknowledgements

The City recognizes and thanks the following community members for their participation and input in this plan update:

Comprehensive Plan Update Steering Committee

To help guide the plan update, the City Plan Commission established an ad hoc steering committee.

Greg Hoffman, Mayor
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Ross Wilson, City Plan Commission
Chad Trowbridge, Chippewa Falls Area School District

Plan Update Focus Groups

During the first half of 2023, community members and various stakeholder organizations were invited to participate in eight focus group meetings conducted during the process on the following topics:

Housing
Young Adults
Seniors
Economic Development
Downtown
History & Culture
Energy & Sustainability
Intergovernmental Cooperation

Thank you to those community members who contributed to the plan update through the community survey, at the public open house, or by providing comments on the draft plan. This plan also incorporates the goals, objectives, and recommendations of other community plans that also provided opportunities for public input, such as the *Bike & Pedestrian Plan* and the *Outdoor Recreation Plan*.

The City of Chippewa Falls is very grateful and fortunate that its community members, businesses, and organizations are invested in making Chippewa Falls an even greater place to live, work, and play. Thank you again for your participation in the update of your community plan.

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An aerial photograph of a city, likely St. Louis, Missouri, showing the Mississippi River, a large industrial facility (likely a refinery or chemical plant), and a dense urban area with many trees and buildings. The image is overlaid with a blue gradient.

1. INTRODUCTION

1. Introduction

1.1 Planning Authority and Scope

Planning is an orderly, open approach to determining local needs, setting goals and priorities, and developing a guide for action. In 1999, the State Legislature created a new framework for community planning in the State of Wisconsin—1999 Wisconsin Act 9, which is currently codified as Wisconsin Statutes § 66.1001.

Beginning on January 1, 2010, if a local governmental unit enacts or amends any of the following ordinances, those ordinances shall be consistent with (i.e., furthers and not contradicts) the objectives, goals, and policies of that local governmental unit's comprehensive plan: official mapping, zoning, subdivision regulations, or shoreland/shoreland-wetland zoning. Under Statute, a conditional use permit that may be issued does not need to be consistent with the local government's comprehensive plan."

According to Wisconsin Statutes, the comprehensive plan shall be made with the general purpose of guiding and accomplishing a coordinated, adjusted, and harmonious development of the community which will, in accordance with existing and future needs, best promote public health, safety, morals, order, convenience, prosperity, or the general welfare, as well as efficiency and economy in the process of development.

1999 Wisconsin Act 9, often referred to as the Wisconsin Comprehensive Planning and Smart Growth Law, provides additional guidance regarding what must be included in each community plan and how the plan should be developed. Each plan must incorporate 20-year land use projections and encourage public participation during the planning process. Additionally, each plan must, at a minimum, address nine key elements:

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

The City of Chippewa Falls' Comprehensive Plan further modifies this element list:

- Population discussion has been integrated into the housing element—**Chapter 3: Population and Housing**.

AB608, Wisconsin Act 233
Clarification on the Consistency Requirement

This bill was signed into law in April 2004. This law reduced the number of programs or actions with which a comprehensive plan must be consistent. Under the new legislation, the only actions that must be consistent with a comprehensive plan are official mapping, local subdivision regulation, and zoning ordinances, including zoning of shorelands or wetlands in shorelands. The bill also reiterates that a regional planning commission's comprehensive plan is only advisory to a political subdivision (a city, village, town or county) and a political subdivision's comprehensive plan.

1. INTRODUCTION

- The Agricultural, Natural, & Cultural Resources element is split into two separate chapters— **Chapter 6: Agricultural & Natural Resources** and **Chapter 7: Historical & Cultural Resources**.
- Downtown-specific discussion has been removed from the economic development element and **Chapter 9: Downtown** has been added.
- Similar to the previous plan, **Chapter 12: Energy and Sustainability** has been added.

The *City of Chippewa Falls Comprehensive Plan 2024-2044* update fully addresses the requirements of Wisconsin Statutes §66.1001. Given that this Plan update was not funded with a State grant specifically earmarked for comprehensive planning, the fourteen State of Wisconsin Comprehensive Planning Goals identified in Wisconsin Statutes §16.965 are considered advisory.

1.2 2012 City of Chippewa Falls Comprehensive Plan

This document is an update of the City of Chippewa Falls Comprehensive Plan which was adopted on December 4, 2012 (Ordinance No. 2012-23). The issues, goals, objectives, and policies from the 2012 Plan were reviewed and updated as part of this document. The maps, data, and a review of existing programs and plans were also updated, with much of the data and program information incorporated into the appendices.

1.3 2023 City of Chippewa Falls Comprehensive Plan Update Process

The City of Chippewa Falls plan update was coordinated by the City Planner with facilitation support from West Central Wisconsin Regional Planning Commission (WCWRPC). An ad hoc plan steering committee, representing a broad range of community stakeholders, was created and appointed by the Plan Commission to guide the plan update effort.

The planning process offered numerous opportunities for public input in accordance with the public participation requirements of Wisconsin Statutes §66.1001. All meetings were open to the public, properly noticed, and met the requirements of the Wisconsin Open Meeting's Law. To encourage additional public input, the process also included: a web-based community opinion survey, a series of focus group meetings, an open house, and a properly noticed public hearing. A timeline of the planning process is summarized below:

September 20, 2022	Adoption of Public Participation Procedures Following review and recommendation of the Plan Commission, the City Council adopted public participation procedures as required by Wis. Stats. §66.1001.
November 2, 2022	Steering Committee Meeting #1 Identified issues & opportunities; discussed planning process & survey questions
Feb-March 2023	Web-based Community Comprehensive Plan Survey
April-June 2023	8 Focus Group Meetings Young adults, Seniors, Economic Development, Downtown, History & Culture, Energy & Sustainability, Housing & Land Use, and Intergovernmental Cooperation
May 26, 2023	Steering Committee Meeting #2

1. INTRODUCTION

	Discussed survey results, focus groups to date, vision statement, transportation element, and existing land use map
June 27, 2023	Steering Committee Meeting #3 Discussed housing data and utilities & community facilities element
Aug 2, 2023	Steering Committee Meeting #4 Discussed agricultural & natural resources element, land use element, and implementation approach
Aug-Sept 2023	Review of Initial Draft Chapters Initial draft of plan sections reviewed by City staff, focus groups, and the steering committee
March 27, 2024	Steering Committee Meeting #5 Discussed draft plan and strategy alternatives; finalized future land use map
April 11, 2024	Final Draft Plan Available for Public Input & Public Hearing Notice Published
April 24, 2024	Open House on Draft Plan conducted by WCWRPC and City Planner
May 2024	Public Hearing & Plan Adoption Public Hearing conducted by Plan Commission Plan Commission resolution recommending plan adoption City Council plan adoption by ordinance

1.4 Plan Framework

This Chapter, as well as **Chapter 2: Issues & Opportunities**, provide the framework within which the planning process was conducted and the Plan updated. While each plan element is unique, the framework of this plan addresses them in a consistent manner. With the exceptions of the **Chapter 2: Issues and Opportunities** and **Chapter 13: Implementation**, each element has the following general structure:

1. A brief introduction to the element, which provides a generalized explanation and identifies the importance of the element to community development.
2. The background research and statistical data specific to that element and the City of Chippewa Falls, which helped frame discussions on that element with the Steering Committee, working groups, and community at large. In most chapters, highlights from the data will be provided in the chapter itself, while the additional data and statistics are in the appendices.
3. A Community Perspective, which highlights the results of the public engagement efforts related to the element, including input from the community survey, focus groups, steering committee, and open house. This section also includes element-specific issues and opportunities.
4. The Goals, Objectives, Policies, and Strategies for the element.
 - a. Goals are overarching statements that portray the City in a new light. They are written as if the future has occurred, and Chippewa Falls has fulfilled its vision statement.

1. INTRODUCTION

- b. Objectives are a list of more measurable aims that will help bring Chippewa Falls Goals to fruition.
 - c. Policies are on-going tasks or decision-making guidance that do not have a final deliverable or foreseeable conclusion.
 - d. Strategies are actionable tasks with a clearly defined result or deliverable.¹ Strategies are further organized into “City”, “City in Partnership”, or “Non-City”. Strategies also have designated timelines for their completion: Immediate, Short-Range, Medium-Range, and Long-Range. These designations are discussed in **Chapter 13: Implementation**.
5. A reference to additional plans and programs at the local, regional, state and federal levels that may impact implementation of the element. Local plans and programs will be listed in the chapter itself, with non-local plans and programs identified in the appendices.

Implementation of this plan is more thoroughly explained in **Chapter 13: Implementation**, however, it is valuable to reiterate the following key implementation policies:

- 1. This plan should be utilized and applied in its entirety. The elements of this plan do not exist in isolation from one another. For example, when contemplating an action that will impact land use and development in the City, that action must be considered for its compliance with all goals, objectives, policies, and strategies identified in this plan. This is discussed further in Chapter 13.
- 2. This plan is a guiding document that must be flexible, adaptable, and regularly updated throughout its useful life. It is the culmination of a year-long process to establish a 20-year vision for Chippewa Falls. The priorities, trends, and resources in place today may not be the same as those in the years to come. As the priorities and resources of the City shift over time, the Plan should be updated to reflect those changes.
- 3. There are overlapping or repetitive aspects within this plan and some topics and actions do not fit perfectly within one of the elements. In order to reduce redundancy, some plan aspects (i.e., data, community input, goals/objectives, policies/strategies, programs) have been organized according to the most-applicable plan element rather than repeating in multiple elements.
- 4. This is a plan for the City of Chippewa Falls as a community, not a strategic plan for the city government. The City’s government is not responsible for implementing all recommended strategies; strong partnerships are vital to achieving the plan vision and goals.

¹ State statutes do not make a distinction between policies and strategies. Strategies and policies in this plan both constitute policies as described under Wisconsin Statutes § 66.1001. The main difference between policies and strategies in this plan lies in the ability to measure the completion or achievement.

An aerial photograph of a city street, likely in a historic district, showing a long line of parked cars and buildings. The image is overlaid with a solid red color. The street is filled with vintage cars, and the buildings are multi-story structures. In the background, a large, forested hill rises above the city.

2. ISSUES & OPPORTUNITIES

2. ISSUES & OPPORTUNITIES

2. Issues and Opportunities

This element provides background information on the City of Chippewa Falls and the vision statement serves as a statement of the City's overall goals and objectives for the 20-year planning period. The element does not stand alone, but is supplemented and expanded upon by the data, issues, and opportunities identified in the other plan elements in chapters 3-12 as well as the data and programs included in the Appendices B-E.

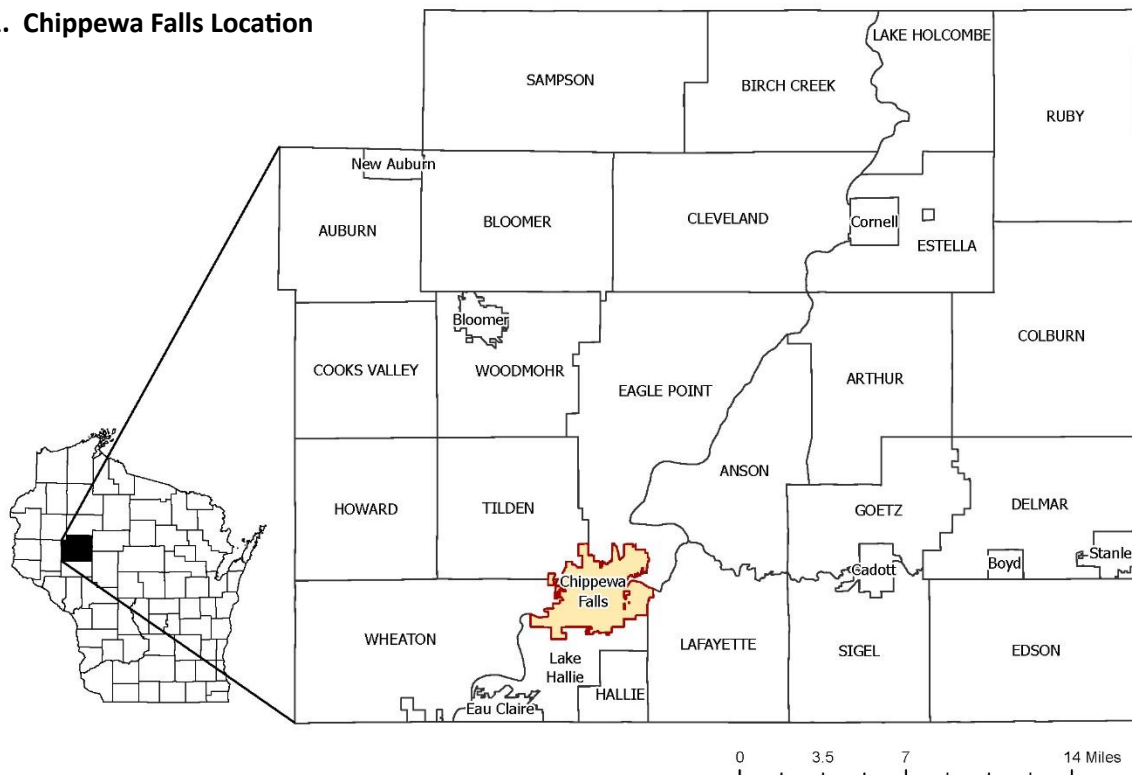
2.1 Regional Perspective

Chippewa Falls is located in southern Chippewa County. As of January 1, 2022, the City had an estimated population of 14,723 residents. This total represents a 13% increase in the City's population over the past 10 years. Further analysis of the City's growth and population characteristics can be found in **Chapter 3: Population & Housing**.

The City serves as the seat of Chippewa County, which is located in West Central Wisconsin and had a 2022 population of 67,802 residents. The County encompasses roughly 666,000 acres of land and has 32 local units of government which include five (5) cities, four (4) villages and 23 towns. The County is predominantly a rural county with an economy revolving around the agricultural, manufacturing, education, and healthcare industries. Parts of northern Chippewa County are covered with choppy hills scattered by kettle lakes and bogs. The Ice Age Trail weaves through the northern portion of the County, providing public access to this unique resource and unusual landforms.

The City of Chippewa Falls is a part of the Eau Claire metropolitan area, which had a 2020 population of 172,007 residents. The City shares borders with the Village of Lake Hallie to its south, the towns of Lafayette and Anson to the east, the Town of Eagle Point to the north and the towns of Tilden and Wheaton to the west. The City of Eau Claire is approximately four (4) miles to the southwest.

Map 1. Chippewa Falls Location



2. ISSUES & OPPORTUNITIES

2.2 2023 Comprehensive Plan Community Survey

A web-based community survey offered the public an opportunity to provide input into the issues, opportunities, needs, and priorities for Chippewa Falls. The survey was available from February 8, 2023, through March 15, 2023, and widely advertised.

There were 825 survey responses, of which 601 (73%) were City residents. A summary of the survey results is provided in **Appendix E**, with some selected findings for City residents highlighted below:

- Respondents have a very positive perception of Chippewa Falls overall and believe it is a great place to live.
- The top 3 reasons why residents live in the neighborhood they do are: Quality of Neighborhood, Cost of Home, and Near Job/Job Availability.
- Renters were under-represented in the survey, with 17% of respondents renting. However, only 7% preferred to rent in 5-years.
- Over one-third of respondents preferred to live in a smaller, starter home, while half preferred a larger single-family home.
- Street repair and maintenance was the top transportation priority, though there was also strong support for bike & pedestrian connectivity and safety. There was also significant support for public transit options.
- A solid majority of respondents supported most environmental and natural resources questions.
- Park-related needs were largely being met, though there were many write-in suggestions.
- 87% said they were familiar with the many things to do in Chippewa Falls.
- Only 52% agreed that there were enough things to do and job opportunities for teens and young adults.
- 69% thought that Chippewa Falls should continue to be much like it is today.

In addition to the specific questions, respondents were provided the opportunity to share other comments or suggestions for a number of questions, which can also be found in **Appendix E**. It is important to note that this was an opinion survey reflecting only the views of the respondents. No statistical analysis with margins of error, non-response bias testing, or sampling was performed.



2. ISSUES & OPPORTUNITIES

2.3 City of Chippewa Falls Issues and Opportunities

The issues and opportunities in the 2012 Comprehensive Plan were reviewed and discussed by the Steering Committee and during the eight Focus Group meetings. To provide clarity and context, the issues and opportunities in this plan update are listed within the appropriate element's chapter. In most cases, the issues and opportunities identified in the plan update were not prioritized.

However, the issues and opportunities identified by two Focus Groups, the Young Adults and Senior groups, do not fit within a single, specific chapter. Instead, their issues and opportunities are listed here, but some items may be repeated in later chapters. The lists below are not intended to rank or prioritize any one item over the others.

Senior Focus Group - Issues

- Awareness of seniors and their needs must be improved
- More two-parent working homes and lack of childcare access resulting in grandparents and great-grandparents providing childcare
- Transportation for seniors and handicapped
- Senior Center is aging and must be improved or replaced
- Better Zoning with the environment in mind - promote being a green city
- Volunteer opportunities are needed
- Healthcare options are lacking
- Affordable housing options are needed
- Accessibility to downtown, including parking
- Need facilities to allow aging in place (age-inclusive housing, medical facilities, recreational facilities, etc.)



Senior Focus Group – Opportunities (and Ideas)

- Senior Center - Many things to do and enjoy times with other people. Providing group events like at the senior center or vet's org meeting. The senior center already expresses interest in helping provide fellowship and interest in new avenues of expression. Needs more care of the senior perhaps a remodeled or new building, but wonderful to see what we already have. The Chippewa Falls Senior Center is the best I've even seen.
- ADRC Programs and Support; ADRC is very helpful.
- Health Care - Outreach for care, like Medicare events. Many options for healthcare - access to clinics
- Sense of community and Community Pride
- Transportation - Transit that will pick you up at your residence. Public Transportation within the City limits. Rides to outside the City. Light traffic. Transportation for seniors, not only places like medical appts or grocery stores, but also to places for socialization such as the Senior Center.
- Housing. Homestead Village apartments for seniors is very nice!
- Compact Community and easy access to essential goods and services.

2. ISSUES & OPPORTUNITIES

- Government Services - County seat
- Everything provided here makes a positive difference in physical and mental health, and the reduction of social isolation. And it's affordable.
- Low or no cost places to go
- Recreation - Parks. Irvine Park. Our beautiful park and walking trails
- Cultural Activities like at Heyde Center
- Visitors Center
- Church
- People working together to improve things
- Support groups
- Downtown - Businesses, Easy Access, Good coffee cafes
- Safe and Friendly Community
- Continue to grow for seniors

Young Adults Focus Group - Issues

- Declining school enrollment
- Costs to maintain outdoor recreation facilities and keep them accessible to everyone
- Kids need safe places to go
- Need more things to do for teens, especially during early evenings
- Lack of evening “things to do”, especially for young adults
- Lack of event/meeting space
- AODA and mental health challenges; are there adequate resources?
- Broken families
- Poor behavior among some school students (and parents?)
- More affordable housing is needed, including Section 8, which has a 10-month waiting list
- Improve bike & pedestrian connectivity; provide safe routes between destinations
- Lack of public transportation including to/from local services/resources and Eau Claire; can help attract workers
- The future of the pool

Young Adults Focus Group – Opportunities (and Ideas)

- Continue to make Chippewa Falls attractive to younger people/families; attract and retain young people
- Attract labor force and skilled workers; match skill
- Implications of tele-work
- Coordinate, share, and create more volunteerism opportunities; utilized UW-Eau Claire resources
- Increase awareness of philanthropic opportunities (e.g., Give Chippewa County)
- Neighborhoods need an appealing image; the quality and upkeep of homes/properties are important

2. ISSUES & OPPORTUNITIES

2.4 Existing Plans, Programs, and Regulations

Section 1.2 briefly discussed the City's existing Comprehensive Plan, which was adopted in 2012.

The City utilizes Municode.com to publish its ordinances online. Chippewa Falls Code of Ordinances can be found at https://library.municode.com/wi/chippewa_falls/codes/code_of_ordinances.

Existing plans and programs adopted by the City of Chippewa Falls or other organizations within the community that are most pertinent to this Plan are discussed within the different Plan elements. **Appendix D** highlights potential programs and resources that are available to help address the issues and opportunities and implement the recommendations within this plan.

2.5 City of Chippewa Falls 2044 Vision Statement

A vision statement defines the future that a community wants, but it does not define how it gets there. Visioning helps build consensus, can emphasize assets, identifies desirable change, and provides direction and context for the planning goals and policies later in the process. After considering community trends, issues, opportunities, community survey results, and focus group discussions, the Plan Update Steering Committee reviewed and updated the vision statement in the City's 2012 comprehensive plan.

The vision statement on the following page is a statement of overall goals, objectives, policies, and programs of the City of Chippewa Falls to guide the future development and redevelopment of the community over a 20-year planning period. This vision statement is further expressed and defined through the goals and objectives found later in each subsequent plan element.



2. ISSUES & OPPORTUNITIES

City of Chippewa Falls VISION 2044

In 2044, the City of Chippewa Falls community lives in balance with its natural resources and the environment, and it is a community that utilizes its various attributes and resources to create, enhance, and be home to:

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



3. POPULATION & HOUSING

3. POPULATION & HOUSING

3. Population and Housing

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

Many variables impact housing, and housing impacts many other elements in the Plan. For example, in order to be a vibrant community, it is vital that Chippewa Falls has an adequate supply of housing for workers in all price ranges. In order for communities to develop their economies, they must create jobs, and in turn, must have housing for workers who fill those jobs.

This element identifies specific policies and programs that promote the development and redevelopment of housing for residents and provide a range of housing choices that meet the needs of persons of all income levels and of all age groups and maintain or rehabilitate the existing housing stock. The element assesses the age, structural value, and occupancy characteristics of the existing housing stock and includes a compilation of goals, objectives, policies, and programs to provide an adequate housing supply that meets existing and forecasted housing demand. While comprehensive plans must describe programs that are available to provide an adequate supply that meets existing and projected demand, it is not assumed that the City is solely responsible for managing and providing these programs. In fact, housing tools and programs are available from a variety of public and non-profit sources as will be discussed in sub-section 3.4 and Appendix D. But it is important to first understand the City's population characteristics and trends, which drive the demand for housing and other community services.

3.1 Population Estimates, Characteristics, and Projections

Population trends influence all other plan elements, such as the demand for community services, economic development policy, and land use. Housing trends are directly related to the demands of the population. Appendix A provides a variety of population and demographic data for the City of Chippewa Falls while Appendix B provides a variety of housing data for the City.

Population Estimates

As of January 1, 2022, the City of Chippewa Falls had 14,724 residents according to the official State of Wisconsin population estimates. This is a very slight decrease from the 2020 U.S. Census population of 14,731. According to the decennial U.S. Census data, the total population in the City increased by 1,070 persons (+7.8%) from 2010 to 2020. Overall, while the population in the City has continued to increase over the last 40 years, the rate of growth has increased since 2000.

Demographic Characteristics

The following are some key demographic characteristics for the City of Chippewa Falls:

- In 2020, approximately 16.5 percent of the City's population was 65 years or older, while 27 percent was under the age of 20.
- Since 2000, Chippewa Falls has been getting younger. Between 2000 and 2020, the median age has decreased from 37.5 years to 36.4 years. The City's 2020 median age is lower than Chippewa County's median age of 41.3 years.

3. POPULATION & HOUSING

- The City of Chippewa Falls is also becoming more racially and ethnically diverse; in 2020 10% of the City's population identified being of a race other than "White alone".
- In 2020, the City's median household income was \$54,917. Households with a householder age 65+ had a median household income of \$36,813. Incomes have been improving, but are still a concern for some households. In 2020, 15% of residents & 12.8% of families were below the poverty level at some point during the previous 12 months; this is significantly higher than the County (9.9%) and Wisconsin (6.8%).

The national trend of a shifting age structure is evident across Wisconsin; Chippewa County is no exception. This is largely due to the baby-boomer generation, which is a large segment of the overall population, nearing retirement age. As this age group gets older the demand for services such as health care will increase, as well as employment opportunities in certain industries and the demand for certain housing types. It will become increasingly important for municipalities to recognize these trends and also to plan for the new demands that will need to be met.

Table 1 shows the population distribution by age in the City of Chippewa Falls from 2000 to 2020. Looking at the cohorts, the group with the highest population in 2010 was the 20-44 age group. Between 2000 and 2020, the City of Chippewa Falls experienced the largest increase in the number of residents that were under 5 years of age. The 65+ age group experienced the smallest increase in the City over this time period with a 1.7% increase.

Table 1. Population by Age, City of Chippewa Falls, 2000, 2010, & 2020

Age (years)	2000		2010		2020		% Change 2000-2020
	Number	% of Total	Number	% of Total	Number	% of Total	
Under 5	823	6.3	970	7.1	1,112	7.8	35.1
5 to 19	2,568	19.8	2,477	18.1	2,725	19.2	6.1
20 to 44	4,660	35.9	4,618	33.8	4,961	34.9	6.5
45 to 64	2,624	20.2	3,361	24.6	3,058	21.5	16.5
65+	2,301	17.7	2,235	16.4	2,341	16.5	1.7
Total	12,976		13,661		14,197		
Median Age	37.5 (County: 37.6)		37.3 (County: 39.8)		36.4 (County: 41.3)		-1.1 years

Source: U.S. Census Bureau 2000, 2010, & 2020 American Community Survey 5-Year Estimates

Population Projections

Population projections are based on past and current population trends and are not predictions, rather they extend past growth trends into the future and their reliability depends on the continuation of these past growth trends. Projections should be considered as one of many tools used to help anticipate and predict future needs within the City. Population levels are subject to many different social, economic, and land use factors and communities have the ability to influence population growth by the decisions they make.

It should be noted that demographic projections are not an absolute science. Some methods use a linear, historical approach using past growth trends to predict future growth or decline, and other methods use births, deaths, and migration to estimate the population. While certain factors (such as demographic, economic, and geographic) influence growth, each community has an opportunity to shape its growth using tools or policies to promote or limit development.

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In 2013, the Wisconsin Department of Administration (WDOA) Demographic Services Center released the State's official population projections for the year 2040 for the communities and counties of Wisconsin. The WDOA utilized a projection formula that calculates the annual population change over three varying time spans. From this formula, the average annual numerical population change is calculated, which was used to give communities preliminary population projections for a future date. Table 2 below includes the official population estimates and projections for the City of Chippewa Falls. The WDOA projections suggest that the City's population would plateau and slightly decrease by 2040, while very slow growth in surrounding towns and Lake Hallie would continue. However, the City's 2020 population is already higher than the DOA projection.

The City's plan update Steering Committee believed that the WDOA's projections underestimate population growth in the community if the goals and objectives of this comprehensive plan are achieved, such as providing job opportunities, affordable housing, and a good quality of life. As an alternative, a straight-line projection of 0.7% growth per year is also included in Table 2 based on average growth from 2000-2020, which is slightly slower than the 2010-2020 growth. There was consensus from the Steering Committee to use this alternative population projection for this comprehensive plan update, assuming that the other plan goals can be met.

Table 2. Population Estimates & Projections for the City of Chippewa Falls, 2000-2045

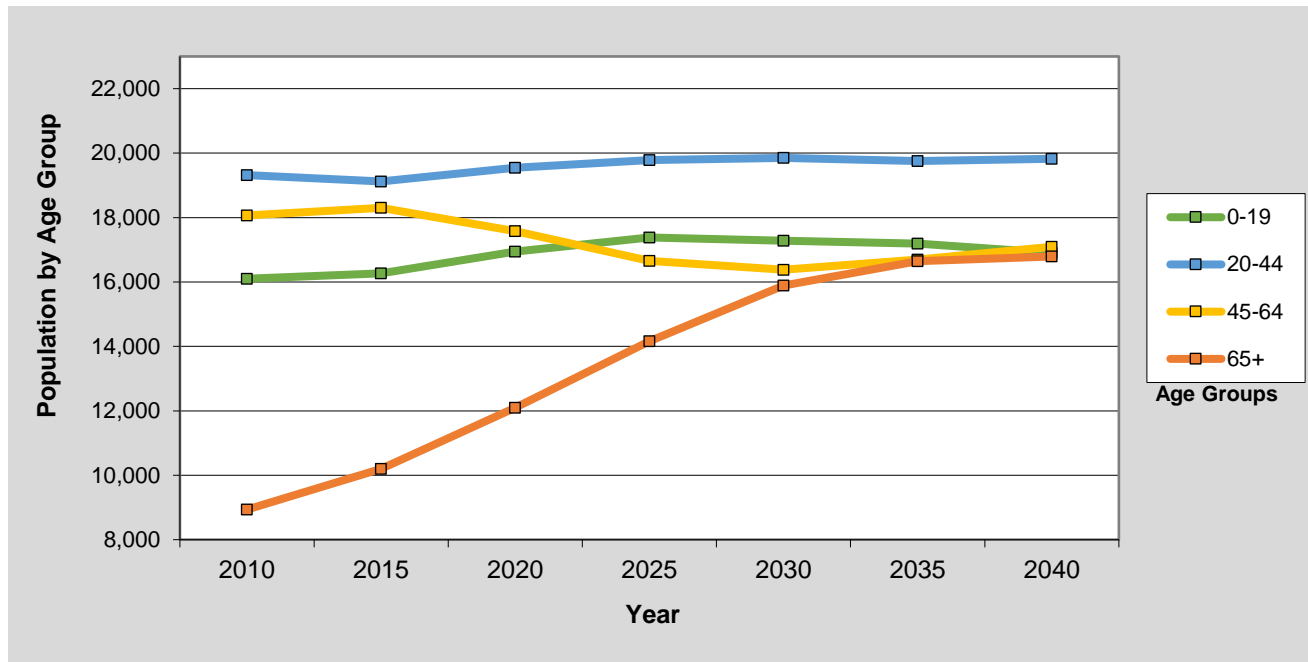
	2000 Census	2010 Census	2020 Proj	2020 Census	2025 Proj	2030 Proj	2035 Proj	2040 Proj	2045 Proj	Change
WisDOA Population Projections (2025-2040)										
Total Population	12,925	13,661	13,940	14,731	14,070	14,110	14,050	13,880	n.a.	2020 - 2045
Population Change		736		791	-661	40	-60	-170	n.a.	-961
% Population Change		5.69%		5.79%	-4.49%	0.28%	-0.43%	-1.21%	n.a.	-6.52%
Alternative 3.5% Average 5-Yr Growth Population Projections (2025-2045)										
Total Population				14,731	15,247	15,780	16,333	16,904	17,496	2020 - 2045
Population Change					516	533	553	571	592	2,765
% Population Change					3.50%	3.50%	3.50%	3.50%	3.50%	18.77%

Source: Wisconsin Department of Administration, Final Municipal Population Projections, 2013, WCWRPC Alternative Projections

Figure 1 shows the WDOA projections by age group for Chippewa County. Long-term, the under-65 age groups are not changing much, while the senior population is expected to nearly double. These trends have significant consequences for the workforce, housing, and services in the area.

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Figure 1. Population Projections, Chippewa County, 2010-2040



Source: Wisconsin Department of Administration, 2013

3.2 Housing Characteristics, Needs, and Projections

Housing costs are the single largest expenditure for most Wisconsin residents. For homeowners, their home is likely their most valuable asset and largest investment. Housing also plays a critical role in state and local economies (e.g., construction industry, tax base). Beyond the financial aspects of housing, there are also social effects that are not so easily measured. People develop a sense of pride in their homes, which in turn creates a sense of community and a likely increase in participation in community activities.

The comprehensive planning process necessitates that the community analyze housing supply, demand, and the impact of policies and regulations on housing development. The analysis should result in policies that provide opportunities for the development of the types and amounts of housing expected to be needed over a twenty-year planning horizon. The following sub-sections further discuss specific information about the City's existing housing stock, patterns, and future trends.

City of Chippewa Falls General State of Housing

Table 3 on the following page provides key characteristics of housing in Chippewa Falls. Some key findings from Table 3 and Appendix B include:

- **Household Size:** Owner household size has been decreasing from 2.49 in 2000 to 2.2 in 2020, while renter household size has increased from 1.79 in 2000 to 2.07 in 2020.
- **Housing Supply:** The City had a total of 6,772 housing units in 2020, a 7.4% increase from 2010.

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- **Age of Structures:** 33% of the housing stock was built before 1950. Approximately 27% of housing structures were built in 1939 or earlier, which may suggest a need for rehabilitation or replacement. Many older homes are also smaller. For instance, the U.S. average size of a single-family home in 2022 was 2,522 square feet, nearly double the size in 1975, though average home size has been shrinking in the past five years.
- **Units per Structure:** The Census estimates that 52% of housing units in the City are single-family detached homes, while 12.3% of housing units are in structures with 20+ units. No other structure type had more than 10% of the City's housing units.
- **Housing Mix:** The overall mix of housing units in the City as of 2020 was 47% renter and 53% owner.
- **Rental Vacancy Rate:** The 2020 rental vacancy rate was 3.6% with 114 vacant rental units reported in the City. The City's Housing Focus Group confirmed this rate as reasonably accurate.
- **Rental Costs:** The estimated 2021 median household income of rental households was \$38,597, compared to \$54,315 for the overall City median. The Census estimates that the 2021 median gross rent in the City was \$853. It is estimated that 48% of rental households paid more than 30% of their income on gross rent in 2021.
- **Owner Vacancy Rate:** The 2020 owner vacancy rate was 0.9% (or 32 vacant owner units). The City's Housing Focus Group agreed with this data and identified a need for additional owner units as demand remains high as demonstrated by bidding wars during homes sales.
- **Owner Costs:** The 2021 median home value in the City was \$153,800, an increase of 28% from 2010. About 22% of homeowners with mortgages spent more than 30% of their income on housing costs in 2021.
- **Owner Preferences:** Generally, homeowners, compared to renters, tend to be older, have larger households, live in homes with more bedrooms, and have higher household incomes. The 2021 estimated median household income for homeowners in the City was \$70,512 compared with an overall median household income of \$54,315.

Table 3. Housing Occupancy Characteristics, 2020

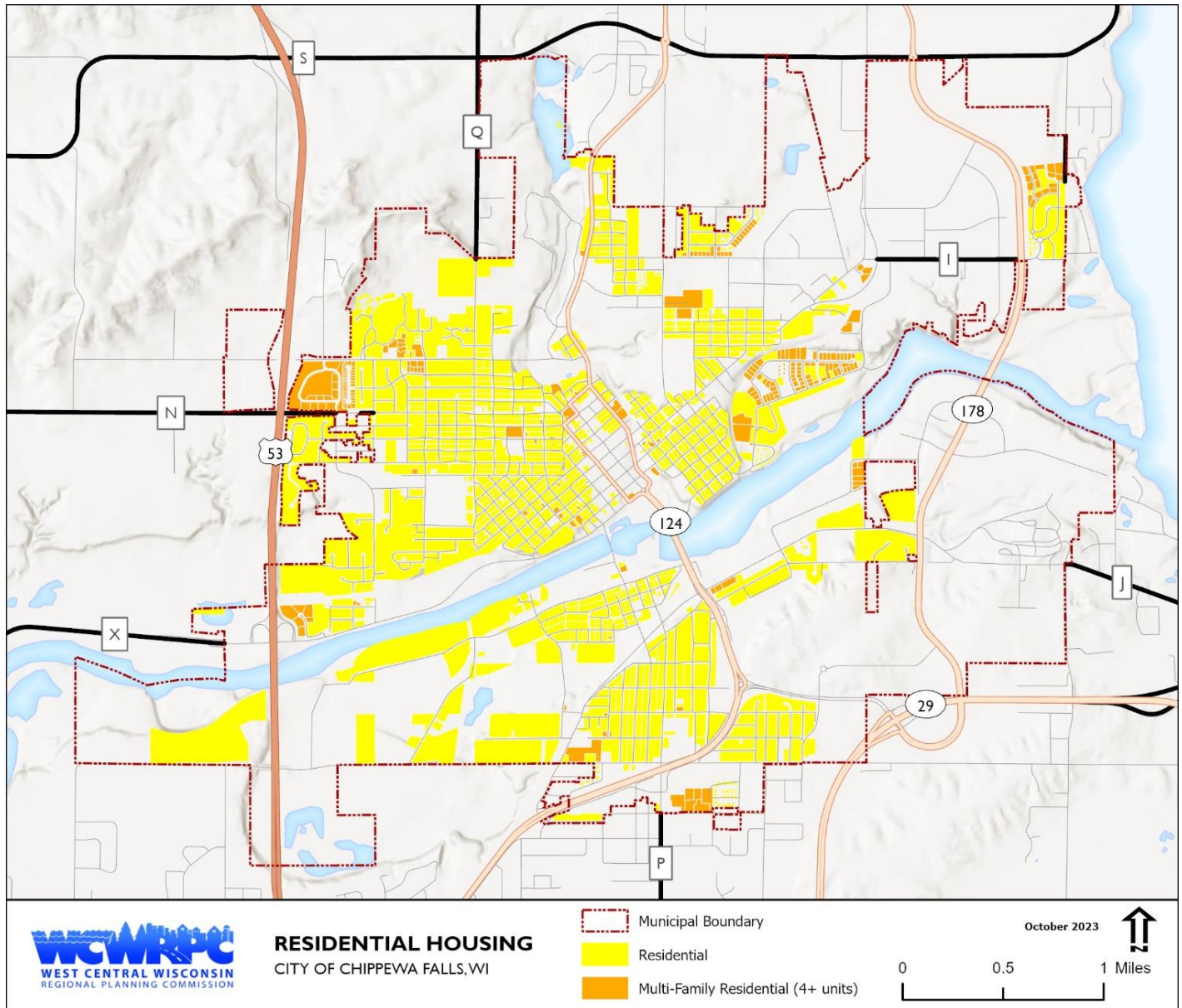
City of Chippewa Falls	2020
Population	14,731
Population in Households	13,868
Population in Rental Units	6,321
Population in Owner Units	7,547
Population in Group Quarters	863
Households, excluding group quarters	6,482
Avg. Household Size	2.1
Renter Avg. Household Size	2.1
Owner Avg. Household Size	2.2
Housing Units	6,772
Rental Units	3,188
Owner Units	3,556
Other Seasonal & Migrant ¹	28
Occupied Units	6,482
Renter-Occupied Units	3,059
Owner-Occupied Units	3,423
Vacant Units for Rent, excludes seasonal	114
2020 Rental Vacancy Rate	3.6%
Rental Vacancy Rate Standard ¹	5-7%
Vacant Units for Sale, excludes seasonal	32
2020 Homeowner Vacancy Rate	0.9%
Homeowner Vacancy Rate Standard ¹	2-2.5%
% of Overcrowded Units – Renter Occup.	0.1%
% of Overcrowded Units – Owner Occup.	1.5%

Source: US. Census Decennial 2020 & WCWRPC estimates

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Map 2 shows those parcels that area predominantly residential in use based on 2023 tax assessment data. In 2023, 4,521 parcels (78.8% of all City parcels) were residential totaling 1,634 acres; nearly all of these parcels (96.8%) were less than 1 acre in size. 267 parcels were identified as multi-family residential (3+ units) totaling 194 acres. Some assisted living facilities and group homes, especially if tax-exempt or assessed as commercial, may not be included in the above numbers.

Map 2. Chippewa Falls Residential Land Use



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Subsidized Housing

Subsidized housing refers to housing that is rent- and income-restricted for a period of time to keep housing costs for low-to-moderate income households affordable, often in exchange for government subsidies such as tax credits. These units require qualifying incomes, typically less than 80% of the county median income and may include units set-aside for other income levels (for example, less than 30% or 50% of the county median income).

It is estimated that Chippewa Falls has 185 subsidized units that were created using the Low-Income Housing Tax Credit (LIHTC) program. This program uses tax credits to encourage private developers to create affordable housing. Under this program properties are required to preserve affordability for 30 years in exchange for the tax credits. Three properties totaling 84 units (45% of all LIHTC units) are set to expire within the next four years. It is possible that these properties will begin charging market rate rents when their program obligations expire, which may make some of the rental units unaffordable for current renters. A participant in the Young Adults Focus Group noted that Section 8 housing in the City has a 10-month waiting list, reflecting the very high demand for these units.

Assisted Living Facilities and Group Quarters

The City of Chippewa Falls has the following community living arrangements, which typically are classified as a rental unit in Census data:

- Adult Family Homes (AFH): five facilities with a capacity of 20
- Community Based Residential Facility (CBRF): six facilities with a capacity of 135
- Residential Care Apartment Complex (RCAC): three facilities with a capacity of 184

A group quarters facility is a “group living arrangement” that houses multiple, unrelated people, where occupants may not have privacy, or the facility houses an institution or service-receiving population. Included in this housing category are nursing homes, memory care, or other facilities such as homeless shelters, dormitories, correctional facilities, and other group housing facilities. These facilities are not considered a housing unit, rather they are a standalone category counted separately by the US Census. The 2020 Census identified the Group Quarters population in the City as 863.

Per the Wisconsin Department of Health Services, the City of Chippewa Falls has three nursing home facilities with a total of 166 beds. The Chippewa Valley Correctional Treatment Facility works to address the needs of offenders in the area of substance abuse and related issues, preparing them for reintegration to their respective communities. Per information from the Wisconsin Department of Corrections, there are approximately 410 people in the facility’s care.

Homelessness and Transitional Housing

Unfortunately, there is no single source of data that tells the whole story of homelessness in the City. The Point-in-Time Count, which is a count of sheltered and unsheltered people experiencing homelessness on a single night in January, estimates there were 212 total homeless individuals in west central Wisconsin (inclusive of Chippewa County and six other counties) in 2022, up from 186 in 2020.

An August 1, 2022, news article² reported that homeless in Chippewa County is getting worse, citing a report from the Chippewa County Council on Homelessness and Hunger. The mid-year report shows that the “average number of individuals who were seeking assistance with homelessness or related needs has increased by 16% compared to averages from 2021. On average, 260 people per month sought these services so far in 2022, which

² August 1, 2022. WQOW. *Homelessness on the rise in Chippewa County*. <https://tinyurl.com/zuuvad22>

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is up from 224 individuals monthly in 2021.” As reported, within the first six months of 2021, 1,557 individuals sought homelessness services such as case management, rental assistance, eviction protection or emergency shelter; the number of individuals who need such services but did not have their needs met also increased significantly from 59 in 2021 to 100 in 2022.

According to the United Way Alice 2023 report³, based on the 2020 Point-in-Time Data, 30% of County households were ALICE (Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county) and 10% were in poverty. The report also noted that 46% of the households in the City of Chippewa Falls are ALICE and over the poverty level.

The City of Chippewa Falls hasn’t had a homeless shelter since the Harmony House closed in February 2014. Hope Village, founded in January 2016 by several area churches took on the task of helping to fill the homeless shelter void through the creation of tiny homes.

The initial project established tiny homes behind various churches in the City. In February 2021 the City of Chippewa Falls City Council approved rezoning to allow Hope Village to move forward with the purchase of a former dental clinic site with the plan to establish 10 tiny homes along with a community building that would contain showers, bathrooms, kitchen area, offices, and a community room. The City’s partnership, along with the numerous volunteers, has helped to advance this project. As detailed on the Hope Village website⁴, the next phase of development will include the building of 28 units of affordable housing. This will consist of 3 six-unit apartments and 5 duplexes, with a mixture of 1, 2, and 3 bedrooms.



Housing Affordability & Value

The U.S. Department of Housing and Urban Development (HUD) defines affordable housing as housing that does not cost a household more than 30 percent of its household income. This affordability benchmark is not an underwriting standard; it does not address the ability to pay for housing or address the quality of the housing unit. In other words, a household that is paying more than 30% of its income on housing costs is considered cost-burdened and may have difficulty affording necessities such as food, clothing, transportation, medical care, and debt.

Rental Affordability

According to the 2021 American Community Survey, the median gross monthly rent in the City was \$853 and nearly half of renters in the City are cost-burdened. To explore the current supply of housing relative to

³ 2023. Alice Report. *Alice in Chippewa County*.

https://www.uwgc.org/sites/uwgc/files/chippewa_county_ALICE_2023.pdf

⁴ Hope Village. https://www.hopevillagechippewafalls.org/?page_id=196

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affordability, **Table 4** shows the households income range and the number of rental housing units that fall within the corresponding affordable renter range. This approach assumes that a healthy rental market mix will have a supply of rental units at certain affordable price points that are near or equal to the number of households within the respective household income ranges.

Table 4. Renter-Occupied Housing Affordability by Cost

City of Chippewa Falls Renter Housing Gap Analysis					
Household Income Ranges	# of Renter Households	% of Renter Households	Affordable Renter Range	Number of Renter Units	Balance
Less than \$10,000	175	6%	\$0-\$199	43	-132
\$10,000 to \$14,999	359	12%	\$200-\$299	51	-308
\$15,000 to \$24,999	432	14%	\$300-\$549	378	-54
\$25,000 to \$34,999	432	14%	\$550-\$749	1,314	882
\$35,000 to \$49,999	726	23%	\$750-\$999	663	-63
\$50,000 to \$74,999	424	14%	\$1,000-\$1,499	645	221
\$75,000 to \$99,999	316	10%	\$1,500-\$1,999	8	-308
\$100,000 to \$149,999	202	6%	\$2,000-\$2,999	0	-202
\$150,000 or more	55	2%	\$3,000 to \$3,499	19	-36
Source: U.S. Census 2017-2021 ACS 5 Year Estimates and WCWRPC calculations					
NOTES: (i) The above price points are calculated based on affordable contract rent at 25% of household income, which is different than the commonly used 30% Federal standard for gross rent. The additional 5% in the Federal standards allows for the payment of all other housing costs. (ii) The above includes some rental units with zero cash rent. (iii) The U.S. Census Bureau provides data for household incomes and house values in ranges. To calculate the "Affordable Renter Range", the household income was divided by 12 (months) and multiplied by 0.25. This result did not yield household income ranges that aligned perfectly with the contract rent value ranges; these ranges were matched up as closely as possible.					

When considering Table 4, it is important to understand that the balance does not necessarily represent a rental market surplus or deficit. The balance is simply the difference between the number of households and the number of rental units within each income range or price point. The balance suggests how the City's existing rental units might be better distributed based on household income and monthly contract rent price points; the total number of units does not change. A negative balance suggests that households are paying more or less than their affordable price point (30% of their income) for their housing. These households may be interested in housing at their price point should it become available.

Table 4 provides the following insights:

- The City of Chippewa Falls' largest concentration (42%) of rental housing is at the \$550 - \$749 price point and is being relied upon by many renters from other income ranges.
- The balance is negative for household income ranges below \$25,000. While 32% of all rental households in the City have an income of less than \$25,000, only 15% of the rental units fall within the corresponding rental affordability range. Many households with a low-income are having to pay more for rent than they likely can afford. This places constraints on these households and suggests there may be a need for some additional rental units to meet the needs of lower-income households within the City.

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- The balance is also negative for rental households making more than \$75,000. While 18% of rental households in the City have an income of \$75,000 or more, there are only 27 rental units in the City with rental values within the corresponding price range.
 - While the City may have some renter households that could potentially afford to pay more for their housing, the actual market rates are not solely based on income. Numerous factors influence rental rates and what an individual can afford, such as location, quality and characteristics of the rental units, local cost of living, property maintenance costs, and unit demand.
 - Many of these “higher-income” households may be interested in purchasing a home. These higher-income renters have income ranges whereby they could possibly afford to purchase a house but there may be a lack of houses available in their affordability range or lack of homes for sale with the characteristics they desire (e.g., size, style, location). In the interim, some of these households may be residing in rental housing below their price point as a cost-saving measure, possibly in anticipation of buying a home in the future.

Owner Affordability

According to the 2021 American Community Survey, the 2019 median home value in the City was \$153,800 and nearly 22% of homeowners with mortgages are cost-burdened. Similar to the rental affordability analysis, the balance in **Table 5** provides the following insights:

- Most of the lowest-income households either have their home paid off or are paying more than their affordable price point for housing. About 13% of owner-occupied households have an income less than \$25,000. However, there are 485 fewer units than households at this price point, suggesting that many of these lower-income owner households are cost-burdened or do not have a mortgage.
- The largest concentration of current owner housing supply is in the \$125,000 - \$199,999. While this presents an opportunity, as the price point is generally considered to be “starter” level housing, these houses are not necessarily available on the current market, or if they are, may need significant investments for deferred maintenance or upkeep.
- Like the rental analysis, a significant proportion of homeowners are living in owner-occupied units that may be less than what they can afford. Some of these individuals may be interested in a higher-value unit, or a “move-up” home, but they may also be comfortable with the unit they are in or have obtained attractive financing that is challenging to give up through the sale and purchase of another home.

Table 5 shows the City of Chippewa Falls’ owner households by income range and the number of owner housing units that fall within that range. This approach assumes that a healthy homeownership market mix will have a supply of owner units at certain affordable cost ranges (or price points) that are near or equal to the number of households within the respective housing income ranges.

Table 5 does not necessarily represent a home sales market surplus or deficit. The balance is simply the difference between the number of households and the number of owner units for each income range and affordable price point range. The balance suggests how the City’s existing owner units might better be distributed based on household income and the corresponding affordability price points; the total number of units does not change. A negative balance suggests that households are paying more or less than their affordable price point (30% of their income) for their housing.

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Table 5. Owner-Occupied Housing Affordability by Cost

City of Chippewa Falls Owner Housing Gap Analysis					
Household Income Ranges	# of Owner Households	% of Owner Households	Affordable Owner Range	Number of Owner Units	Balance
Less than \$25,000	400	13%	\$0-\$59,999	114	-286
\$25,000 to \$34,999	319	10%	\$60,000-\$89,999	180	-139
\$35,000 to \$49,999	183	6%	\$90,000-\$124,999	587	404
\$50,000 to \$74,999	817	26%	\$125,000-\$199,999	1505	688
\$75,000 to \$99,999	616	19%	\$200,000-\$249,999	292	-324
\$100,000 to \$149,999	602	19%	\$250,000-\$399,999	423	-179
\$150,000 or more	237	7%	\$400,000 +	73	-164
Source: U.S. Census 2017-2021 ACS 5 Year Estimates and WCWRPC calculations					
NOTES: (i) The above affordable price points are calculated based on 2.5 times the annual household income, which accounts for the financing of the home purchase over time at about 25% of the household income. This is less than the more commonly used 30% Federal affordability standard. The additional 5% in the Federal standard allows for the payment of all other housing costs, such as real estate taxes, insurance, and utilities. (ii) The U.S. Census Bureau provides data for household incomes and house values in ranges. To calculate the "Affordable Renter Range", the household income was multiplied by 2.5. The result did not yield household income ranges that aligned perfectly with the house value ranges; these ranges were matched up as closely as possible.					

Housing Demand

Housing projections are helpful in identifying appropriate housing strategies as well as to estimate the amount of land that may be needed for future residential development. Additionally, as the number of households and new housing units grows, there is a resulting need for additional public facilities and services such as roads, sewer and water extensions, fire and police protection, schools, etc. As previously noted, the community and its partners have the ability to influence these projections based on other programming and policy decisions. Moreover, the housing market does not stop at municipal boundaries. A municipality's housing supply and demand is influenced by what is occurring around it. Further, many unanticipated social, economic, and policy factors in the larger region or nationally can also influence local growth, housing costs, and market demands.

Table 6 estimates existing and projected housing demand for the City of Chippewa Falls, with the following assumptions:

- Total population was derived from using the 2020 Census and projecting a .7% average annual increase through 2040. As discussed in Section 3.1 and detailed in Table 2, the City's Comprehensive Plan Steering Committee, as well as the housing focus group attendees, believes that the alternative population projections prepared, using a .7% annual increase, are reasonable and achievable.
- Group Quarters population was projected using the 2020 Census percentage of 5.9% and then applying Wisconsin Department of Administration's (WI DOA's) group population projection rates. This methodology assumes the Group Quarters population will continue to increase to 6.3% in 2040. Given the area's aging population, the demand for group quarters (nursing care) and rental units (downsizing, accessory dwelling units, assisted living) is expected to increase.
- Household size was prepared using WI DOA's household size projections of 2.15 in 2025, decreasing to 2.01 in 2040.

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- Accounts for the low vacancy rates in 2020 and attempts to maintain a healthy vacancy rate over the projection period by increasing additional rental units by 6% and owner units by 2.2%.
- The current owner-to-rental mix (47% renter, 53% owner) is maintained throughout the projection period.
- The additional rental and owner units needed are in addition to the 2020 vacant units shown in Table 3.
- The projection in Year 2025 accounts for net new construction in 2021, 2022, and 2023 (to-date).
- Given that WDOA projections are not available for 2045, the same percentage of group quarters population and average household size for 2040 was used.

Table 6. City of Chippewa Falls Housing Demand Projections

	2020	2025	2030	2035	2040	2045	Net Change
Total Population	14,731	15,247	15,780	16,333	16,904	17,496	2,765
Total Households, excluding group quarters	6,482	6,838	7,161	7,521	7,869	8,154	1,672
Change in Total Households	--	356	323	360	348	285	--
Change in Rental Households (47% Rent)	--	155	152	169	164	134	773
Change in Owner Households (53% Own)	--	201	171	191	184	151	899
Additional Rental Units Needed*	45 - 109	32	161	179	173	142	732-796
Additional Owner Units Needed**	57 - 75	155	175	195	189	154	925-943
Total Additional Housing Units Needed	102 -184	187	336	374	362	296	1,657-1,739
Population in Group Quarters	863	893	944	1,004	1,068	1,106	243

* In addition to the 114 vacant units for rent; ** In addition to the 32 vacant units for sale

It is important to remember that the numbers in these tables are not certainties and are simply provided to help show housing demand scenarios based on potential population and household growth projections. A local developer at the housing focus group commented that these projections are nearly spot-on with a recently completed residential market study.

3.3 Community Perspective

The lack of affordable housing choices and a very tight housing market was the most frequently mentioned concern by residents and Steering Committee members during the planning process.

Community Survey

The 2023 comprehensive plan community survey results provide the following housing-related highlights from resident participants (also see Appendix E):

- Approximately 35% of residents who responded to the community survey identified “cost of home” as one of the top three reasons that they live in their neighborhood.
- About 11% of residents identified that they cannot find their desired housing elsewhere.

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- While 17% of residents currently rent their housing unit, only 7% of respondents prefer to rent in the next five years. This points to a desire by many current renters to own their own housing unit.
- 37% of respondents prefer a smaller, starter home in the next 5 years.
- 50% of respondents prefer to live in a larger single-family home (2,000+ sf).
- There was a small increase in the number of residents preferring senior apartments, assisted living, etc.
- Of those respondents less than age 35, 38% currently rent and 62% own, while 90% hope to own in 5 years.
- Of those respondents over the age of 65, 9% currently rent and 91% own, while preferences for rental and ownership both decrease slightly in the next five years.
- Overall, the current and preferred housing status results for the 159 non-residents responding to the community survey were very similar to those of residents, except that more City residents are currently residing in duplexes/twin homes, town homes, and apartments, while a higher percentage of non-residents are residing in larger single family homes.

Steering Committee & Focus Group Meetings

The Plan Update Steering Committee identified some initial issues and opportunities related to housing as part of the plan update kickoff meeting. This list was expanded upon and prioritized by attendees of the City's housing Focus group. Identified issues/opportunities related to housing, along with a relative ranking from the exercise, are listed below:

High Priority Issues & Opportunities

City-County-Town land use policy
Housing property condition, appearance, and maintenance
Suitable starter home options lacking
Rental housing affordability
Owner housing affordability
Development costs
Quality neighborhoods / planned growth

Moderate Priority Issues & Opportunities

Low-income/tax credit housing demand and expiring units
Lack of land for new housing / subdivisions, especially downtown
Increase downtown housing (second story rehab, parking, multi-family apartments)

Other Issues & Opportunities

High Rental (47%) vs. Owner (53%) mix
For sale demand > supply
For rent demand > supply
Housing market gaps at low & high ends
Senior housing options; growing demand and affordability
Need to explore housing infill, adaptive reuse, and vertical development
Connected neighborhoods (transit, sidewalks, bikes, safe routes)
Creative zoning / zoning as barrier
Housing for families
Transitional housing
Solar access / setbacks
Aging in place / community

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The housing focus group recognized that many of the above issues and opportunities overlap as well as relate to other plan elements. As highlighted above, priority housing-related issues, as ranked by the focus group, include:

City-County-Town land use policy: The City has limited acreage available for new development. Allowing large-lot residential development just outside of the City's boundary deters people from locating within the City boundary as they can have a larger lot outside the City with lower taxes. Wisconsin Statute allows the City to undertake extraterritorial zoning and plat review in unincorporated areas within three miles of the City boundary. To date the City has utilized this plat review authority, but not extraterritorial zoning.



Housing property condition, appearance, and maintenance: Age of structure is one indicator of housing quality. As structures age, they may fall into disrepair if they are not properly maintained. Depending on the state of disrepair, a structure may be able to be rehabilitated; in some cases it might be best suited for demolition. Based on the 2017-2021 ACS data, approximately 27% of residential structures in the City were built in 1939 or earlier. Older homes are also often less energy efficient and may have additional challenges to address (e.g., lead paint or pipes) compared to newer, market-rate homes. The Focus Group noted that many homeowners have chosen to improve their home since purchasing a new home is so costly.

Suitable starter home options lacking: Realtors who attended the Housing Focus Group meeting commented that while many renters would love to move into a starter home in the City, it's extremely difficult to find anything in the \$150,000 - \$200,000 price range, and when available, it likely required significant work. The impact of increasing interest rates has only made it more challenging for prospective homebuyers to find something that meets their needs within this starter home price range. A June 2023 zillow.com search resulted in one home for sale at \$200,000 and two homes around \$225,000. The other seven homes for sale were all priced over \$300,000. The Housing Focus Group noted that some older, smaller homes may be suitable (more affordable) starter homes, if in good repair. It was also speculated that if more starter homes come on the market, the demand for new rental units may decrease.

Rental & owner housing affordability: As discussed earlier, it is estimated that 48% of rental households, and 22% of homeowner households with a mortgage, paid more than 30% of their income on gross rent in 2021. Household incomes have increased at a lower rate than housing costs over the last ten years, making it challenging for many households. Tables 4 and 5 identify gaps in housing affordability for the City. The data shows that the lowest income earning rental households are struggling the most to find affordable housing, using the 30% affordability standard. While 32% of all rental households in the City have an income of less than \$25,000, only 15% of the rental units fall within the corresponding rental affordability range. The need for additional affordable housing for all lifestyles was also frequently mentioned during the Seniors and Young Adults focus group meetings.

Quality neighborhoods / planned growth: Incorporating amenities such as parks, trails, transportation options, and broadband, are vital to creating a quality neighborhood. These quality of life amenities have become even more important following the Covid-19 pandemic. A report by E² Entrepreneurial Ecosystems, *The 2020 Pandemic Recession – Future Trends*, identifies change and implications of the pandemic for rural America. One of the implications is the expanding remote work; the flexibility of working from anywhere allows people

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expanded choices for place of residence. A community must position themselves as truly welcoming to optimize and capture opportunities. This issue will largely be addressed in the Land Use element. The Senior and Young Adults focus groups also discussed the importance of keeping residential neighborhoods connected to other community destinations.

Development costs: Development costs vary depending on geography, cost of materials, community fees, and more. The cost of infrastructure improvements continues to rise, which in turn impacts the cost of new housing. Recent data from a residential builder in the Chippewa Valley verifies that development costs have continued to increase. The information shared by this builder shows that the average cost for infrastructure (water, storm, sanitary, sidewalk) on a residential lot to be \$825 a linear foot for a 32-foot-wide asphalt road. Infrastructure for a 65-foot-wide single-family lot would cost \$53,625 (if the street is single-loaded, meaning there are developable lots only on one side of the street) or \$26,812 (if the street is double-loaded with lots on both sides of the street). Important to note is that this does not include any costs for extra site work, stormwater ponds, or the land itself. It also does not include any home building material or labor costs. These high development costs make it difficult, if not unfeasible, to construct new low-income housing units without public-sector support. The Housing Focus Group also speculated that housing costs are in part elevated due to the low supply and tight housing market.

While the development approval process can add time and cost to a project, there were no concerns raised during the Housing Focus Group regarding the City of Chippewa Falls' development process. In fact, one developer commented that Chippewa Falls was one of the easier cities to develop within in the region. City staff also noted that the City has relatively low permit fees.

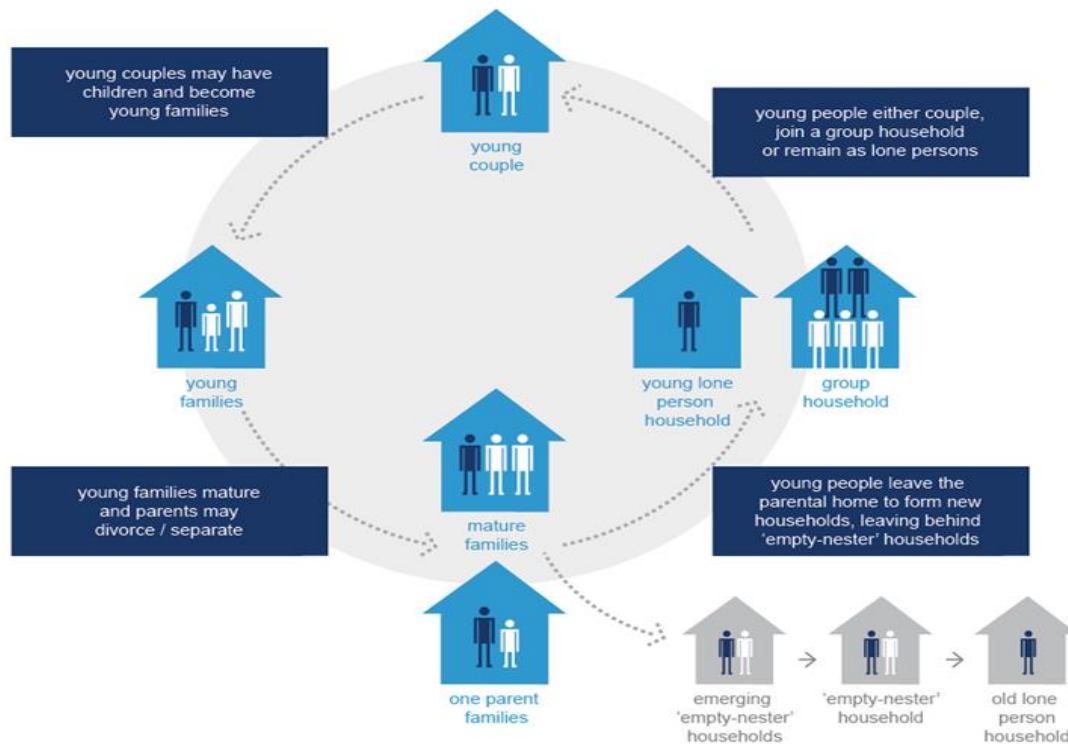
The Seniors Focus Group added that additional senior housing options are needed throughout the community, not just focused downtown as was suggested in the previous comprehensive plan. A common theme throughout the planning effort is the importance of housing as a piece of the puzzle to attract workers and young people, when combined with good jobs, services, and quality-of-life.

Inherent to many of the community discussions on housing was the fact that housing preferences and needs change over time as residents move through life and into the next "cycle." Understanding the lifecycle stages in Figure 2, while recognizing that not all individuals move through every stage, is important when analyzing a community's housing needs. The benefits to having a diverse housing base that allows an individual to move through all stages within a community, often called "aging in place", are significant in promoting neighborhood stability, a sense of belonging and responsibility for the community, and greater community pride.⁵ This is also important given that 16.5% of the City's population are entering the later stages of the housing lifecycle dominated by empty nesters and single-person households.

⁵ Mooney, J. Michael. Mooney LeSage Group. (October 1991). The Impact of Local Government Regulation on Development of Affordable Housing.

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Figure 2. Lifecycle Housing Needs



Source: .id – the population experts, <https://home.id.com.au/case-studies/nillumbik-shire/>

3.4 Housing Goal, Objectives, Policies and Strategies

HOUSING GOAL

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

Objectives:

1. Increase the amount of quality, affordable housing choices, especially for the lower-income and higher-income price points, and provide a diversity of housing choices for all lifecycles.
2. A variety of multi-generational, multi-family housing options will be available downtown and its periphery.
3. New housing is developed in a way that is economically efficient in terms of its location and relation to necessary services, facilities, and infrastructure.
4. Housing and neighborhoods will allow for aging in place and aging in community.

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Policies (ongoing decision-making guidance):

1. To achieve the housing goal, objectives, policies, and strategies in this plan, the City of Chippewa Falls will consider strategic investments to leverage additional private and public funding.
2. The City will maintain a strong working relationship with the Chippewa County Housing Authority, local financial institutions, and other partners in the implementation of housing programs, monitoring changing housing needs, and exploring new opportunities.
3. Increase the diversity of housing in the city center to include more smaller-sized and multi-family homes as well as vertical mixed-use in multi-story structures.
4. Encourage additional senior housing options throughout the community. In new residential construction, encourage accessible, barrier-free design or the ability to retrofit the home for accessibility in the future.
5. Encourage the infill and adaptive reuse of existing lots and unused structures for residential use if its form and potential impacts are appropriate for the site and neighborhood context.
6. Allow for and encourage the development of single-family attached homes (twin homes) and duplexes that are intended for rent as an affordable alternative to buying a home or living in an apartment.
7. Collaborate with stakeholders and community members to allow assisted living facilities, group homes, transitional housing, and long-term care facilities in locations that promote a feeling of belonging in society and have social-interaction attributes.
8. When allowed, utilize tax increment financing (TIF) to support the housing-related goals in this plan, including infrastructure for mixed-use development and taking advantage of affordable housing extensions that can allow for creative assistance programs. Consider providing TIF-supported assistance for affordable, quality housing projects, if necessary for project feasibility. Monitor State rules regarding TIF that may allow for additional housing support.
9. Future updates of the City's Housing Affordability Report should incorporate the population and housing demand projections within the comprehensive plan.
10. Regularly reassess changing housing demands and resources, maintaining an awareness that demand could change dramatically in 8-15 years due to the area's aging demographics.
11. Implement the policy and strategy recommendations in the other elements (e.g., land use, utilities, transportation, downtown) that will foster quality, affordable residential development in a planned and efficient manner with safe multi-modal connectivity to community services and destinations.

"Aging in Place"

Aging in place (or aging in community) is the ability to live in one's own home and community safely, independently, and comfortably regardless of age, income, or ability level.

This concept is not limited to housing design and construction, but should be expanded to encompass the entire community, includes aspects of other plan elements such as transportation, access to goods and services, social opportunities, recreation, and urban design.

Strategies (recommended actions):

City

1. Identify and communicate with owners/managers of subsidized housing units, specifically those utilizing Low-Income Housing Tax Credits, to discuss timeline for tax credit expiration and opportunities to keep units affordable for lower-income residents. (Short-range)

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2. Expand the Housing Assistance Programs webpage at the City's website to serve as a housing program toolkit or "clearinghouse" with expanded links to additional housing-related information and resources. Create and distribute a related marketing brochure of housing programs available to City residents, landowners, and developers at public locations and community events. (Short-range)
3. Evaluate options to take advantage of the City's Opportunity Zone status to encourage housing development and make easy-to-understand information available to potential investors. (Short-range)
4. With input from community members, developers, and other stakeholders, review the City's land use regulations to consider: (Medium-range)
 - Identify and address any barriers to alternative and missing-middle/general density infill housing types (e.g., 2- to 4-plex's, accessory dwelling units).
 - Encourage and maintain neighborhoods with a sense-of-place, while discouraging monotonous "tract" housing by ensuring variations in architectural details and colors and preventing garages from dominating front and street-side facades.
 - Allow for infill and adaptive reuse that is compatible with the neighborhood context.
 - Explore opportunities to modify standards to make housing more affordable.
5. Explore and potentially adopt a policy with performance criteria for residential projects receiving financial assistance from the City, or is developed on property purchased from the City. The policy should include a minimum required percentage of affordable units, accessible or barrier-free design, and regular maintenance and inspection requirements for rental properties. (Medium-range)
6. Evaluate the adoption of a vacant building registration ordinance. (Medium-range)
7. Consider adoption of a rental property ordinance to include the use of single-family homes, duplexes, and townhomes as rental properties. (Medium-range)

"Population" Policies & Strategies

While contained within a Population & Housing element, this sub-section primarily focuses on addressing housing issues and opportunities. Broader population and demographic issues are addressed in the various plan elements where they best fit.

For example:

- The Housing element includes aging in community recommendations.
- Utilities & Community Facilities addresses various social programs.
- Agricultural & Natural Resources recognizes environmental justice.
- Historical & Cultural Resources highlights the importance of inclusivity and cultural diversity.

City in Partnership

1. In partnership with the Chippewa County Housing Authority and other stakeholders, perhaps as part of a City-organized work group or committee, explore the following: (Short-range)
 - Opportunities to further capitalize and expand upon the BUILD-CF, CDBG Home Repair Program, and other such programs to offer financial assistance to new homeowners, especially for the more affordable, older homes that are non-rent restricted or unsubsidized. There may be a need to expand program eligibility in some cases.
 - Offering repair or renovation financial assistance for multi-family housing dedicated to low-to-moderate income households.

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- Explore additional financial incentives for the rehabilitation of residential units on the second floor of downtown buildings, while preserving the vertical mixed use. Incentives could include access improvements, while the program might pay a local architect to assist with a physical assessment and developing floor plans. Also see **Chapter 9: Downtown** plan element.
 - Offering financial assistance and homeowner education for the replacement of major structural components or equipment, such as roofing, electrical wiring, and HVAC, if such systems meet energy efficiency standards.
 - Approach large businesses within the City to explore the potential creation of employer-supported housing.
 - Executing development agreements by which the City offers subsidies to developers to maintain a percentage of residential rental units or new home construction as affordable to low-to-moderate income households for an established period of time.
2. Identify key redevelopment and infill opportunities, then collaborate with landowners and local realtors to market housing development opportunities within the City. Strive to have such sites “shovel ready” for investment. Such marketing could be expanded to include available downtown upper-floor housing rental units as well as areas of the City in which housing growth is desired. (Medium-range)

Non-City

1. Support efforts of area schools and Chippewa Valley Technical College to encourage young people to consider training and employment in the construction trades. This could include incorporating Fab Labs into educational facilities and/or establishing a contractor accelerator program. (Ongoing)
2. Encourage organizations providing services to seniors and community service organizations to form a volunteer team to assist homeowners with physical limitations or disability with basic maintenance and repair tasks. (Short-range)
3. Explore the demand for home maintenance classes, perhaps conducted with support from area contractors, Chippewa Valley Technical College, and Extension (Long-range)

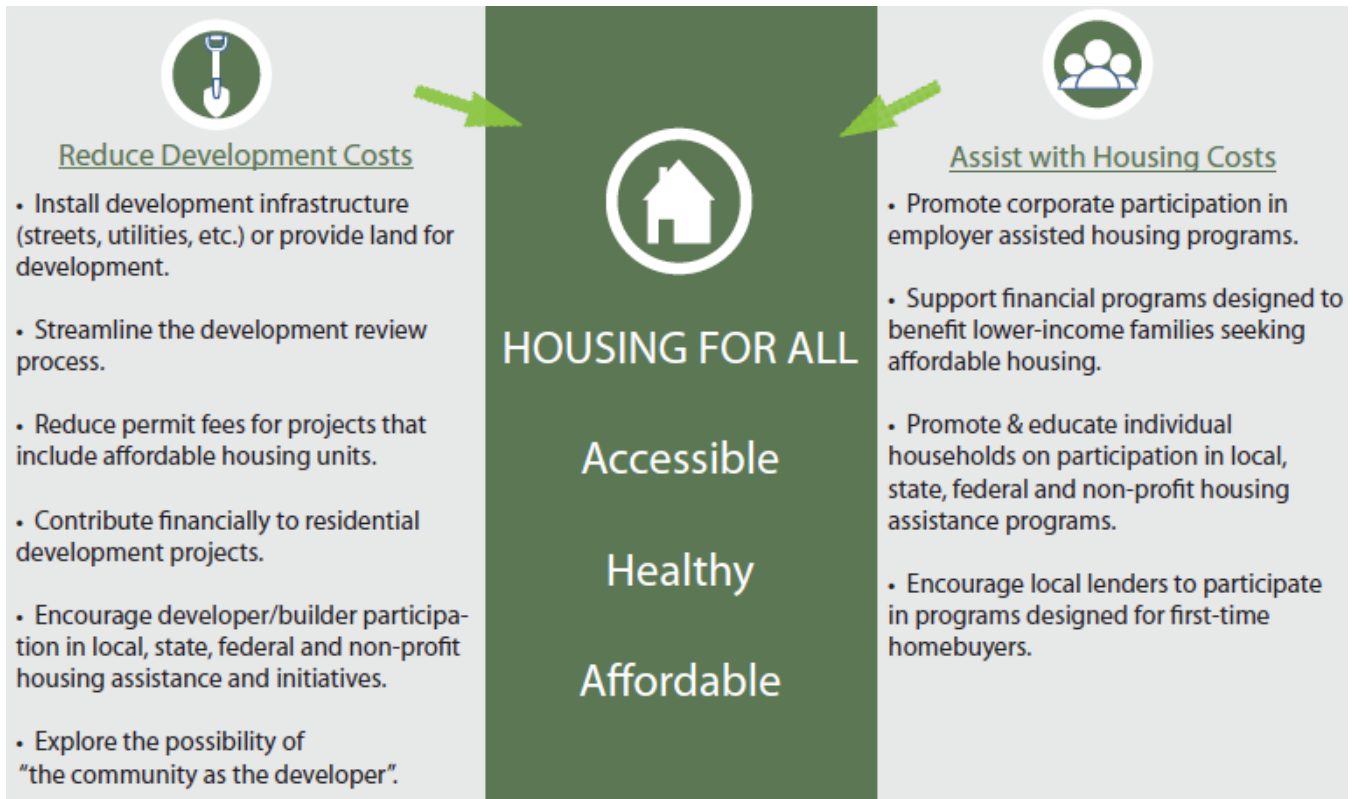
As the Urban Institute notes, “building affordable housing is not particularly affordable.”⁶ There is often a large gap between the cost of land development and building construction compared to affordable housing costs. The Urban Institute notes that “the gap between the amount a building is expected to produce from rents and the amount the developers will need to pay lenders and investors can stop affordable housing development before it even begins, leaving few options...”⁷

Action must be taken to narrow the gap from both ends of the housing cost equation – assist the developer to reduce development/construction costs and assist a household with its own housing expenses. Though financing housing projects can be complicated, the following graphic provides a few potential strategies to help narrow the gap by working both ends of the housing cost equation.

⁶ “The Cost of Affordable Housing: Does it pencil out?” *The Urban Institute in partnership with the National Housing Conference*. <https://apps.urban.org/features/cost-of-affordable-housing/>. Accessed September 4, 2019.

⁷ *Ibid.*

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3.5 Housing Programs

The City of Chippewa Falls has adopted a fair and open housing ordinance (Chapter 21 of the City's Code of Ordinances), which set forth policy that the City endorses the concepts of fair and open housing for all persons and prohibits discrimination.

To meet local housing needs, a variety of public and non-profit housing programs and services are available, as identified in Appendix D. Tax incremental financing (TIF) and Community Development Block Grants (CDBG) have been two funding sources frequently used for the previously recommended housing strategies. And WEDC Community Development Investment Grant projects can be used for downtown renovation or infill projects that include a commercial component, such as in downtown vertical mixed-use buildings.

The following housing programs are unique to the City of Chippewa Falls and/or Chippewa County:

BUILD-CF

The BUILD (Beautify, Uplift & Improve Local Dwellings)-Chippewa Falls program, created by the City and administered through the Chippewa County Housing Authority, offers a variety of grants or loans through five subprograms: Curb Appeal, Downtown Housing Conversions, Major Renovation, First Time Homebuyer, and Property Acquisition.

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Chippewa County Housing Authority

In addition to BUILD-CF, the Housing Authority offers:

- Home Repair & Homebuyer loans for income-eligible households
- CDBG Home Repair Program with 0% deferred-payment loans for income-eligible households

Hope Village

As previously discussed, ten tiny homes are available as transitional housing with additional units planned.

Low-Income Tax Credit Housing

As previously discussed, there are currently 185 units within the City.

Tax Increment Financing (TIF)

The City currently has nine active TIF districts, three of which are mixed-use districts that include residential. The City is currently unable to create a new TIF district due to the total amount of tax base in its nine existing districts.

Wisconsin 2023 Housing Legislation

As part of the 2023-25 State budget, a number of additional housing loan programs were approved for which details will be forthcoming after WHEDA finalizes each program. To be eligible for these programs, the Housing element of the City's comprehensive plan must be updated within the past 5 years and certain regulatory changes are required (discussed further in Section 11.8). These programs appear to align with the City's housing objectives. These programs are highlighted here (instead of within Appendix D) given that they are new and deserve special consideration for their applicability and eligibility in Chippewa Falls once the details become available:

- Residential Infrastructure Loan Program (2023 Act 14)
- Main Street Residential Housing Rehabilitation Loan Program (2023 Act 15)
- Housing Rehabilitation Loan Program (2023 Act 17)
- Vacant Commercial-to-Housing Conversion Loan Program (2023 Act 18)

The 2023-25 State budget also included certain regulatory changes regarding housing development:

- Local governments are required to approve housing development proposals that are consistent with local regulations.
- The legal standing to challenge a housing project approved by a local government is limited.
- Requires zoning changes to be approved by a simple majority vote.



A black and white photograph of a residential street. In the foreground, a concrete sidewalk runs from the bottom left towards the center. To the left of the sidewalk, there is a small garden bed with a white picket fence and some bushes. To the right of the sidewalk, there is a grassy area with several large, mature trees. The trees have dense foliage, and their shadows are cast onto the sidewalk and the grass. In the background, a street is visible with a few parked cars and more trees. The overall scene is a quiet, suburban neighborhood.

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4. Transportation

Transportation can directly influence a community's growth. Transportation infrastructure can also be used as a tool to help guide and accommodate the growth that a community and its surrounding area envisions. The transportation element is interconnected with and supports other elements such as economic development, housing, and land use. It is often advantageous to install or upgrade utilities, such as sewer, water, stormwater systems, and telecommunications, concurrent with transportation improvements. Decisions based on other plan elements can impact demands on the various modes of transportation. Likewise, transportation decisions, such as the construction of new roadways, can impact accessibility, land values, and land use. It is also important when a community decides to plan for new or expanded transportation systems to work together with surrounding communities, overlapping jurisdictions, and utility providers so that all infrastructure systems are coordinated for efficiency and effectiveness.

4.1 Streets and Highways

Map 3 on the following page shows the City of Chippewa Falls transportation network.

Chippewa Falls has excellent highway network connectivity. The major transportation function in the City is maintaining the local road system. U.S. Highway 53 travels along the western side of Chippewa Falls and State Highway 29 travels through the southern portion of Chippewa Falls. These two highways connect with Interstate Highway 94 approximately 10 miles to the south and 15 miles to the west. This interstate freeway facility connects the City with the Twin Cities metropolitan area to the west and the metropolitan areas of Madison, Milwaukee, and Chicago to the south. State Highway 124, State Highway 178 and five county trunk highways (S, N, I, J, & P) also travel through the City.

This highly developed highway network provides Chippewa Falls the opportunity to capture development and economic activity due to through-traffic volumes and accessibility from the surrounding areas. And new development in the City is continuing to occur in response to changing traffic patterns, such as construction in the Chippewa Crossing area.

Functional Road and Jurisdiction Classifications

The City of Chippewa Falls has roughly 110.4 miles of roadway within the City's limits. The majority of those roads are classified as local roads. The breakdown of streets and highways within the City, by functional classification mileage is as follows:

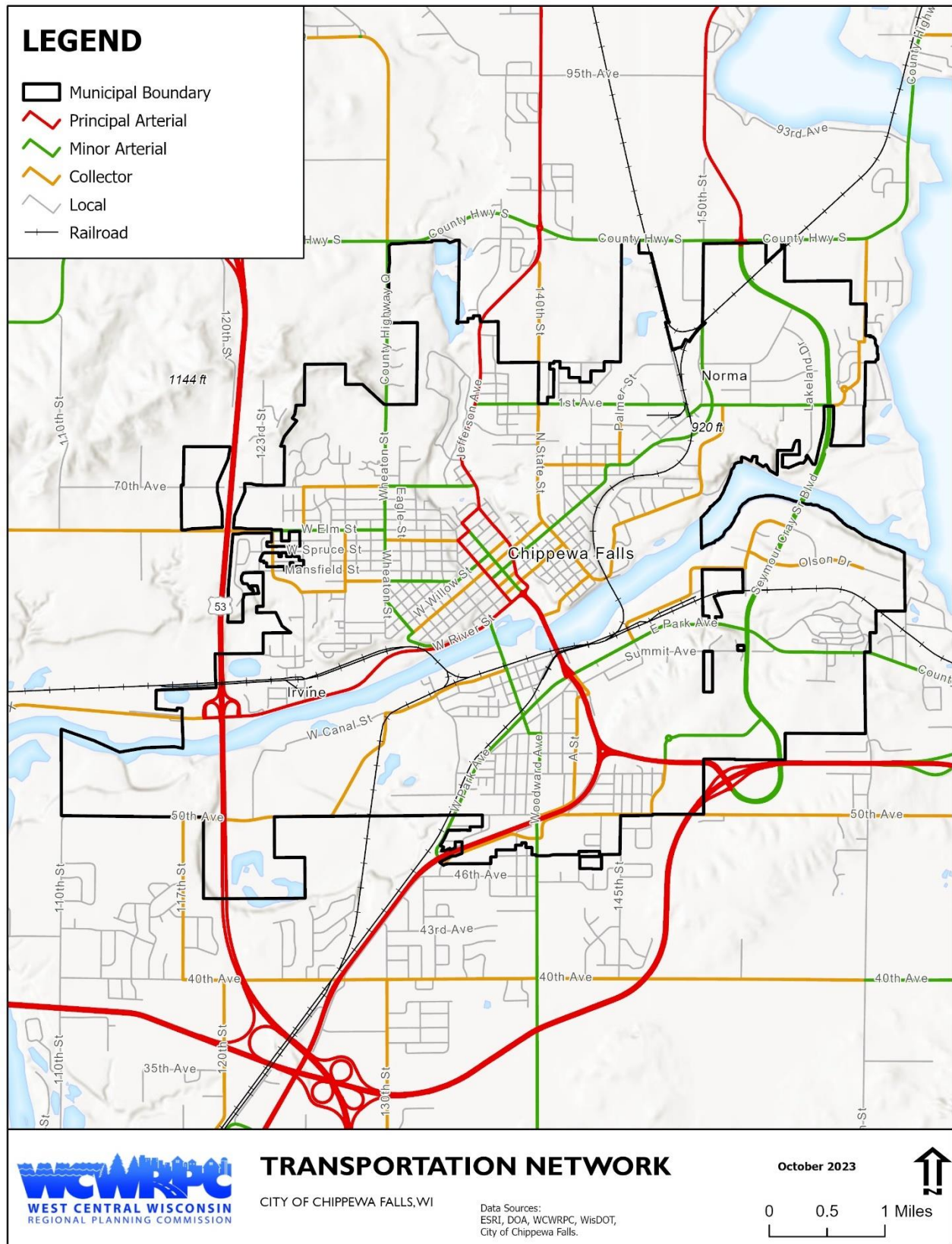
Principal Arterials:	9.1 miles	Collectors:	16.8 miles
Minor Arterials:	17.4 miles	Local Roads:	67.3 miles

Ownership and maintenance responsibilities for these roads are distributed across the State, Chippewa County, and the City. The City is responsible for over 90% of roadway infrastructure within the city limits. The breakdown by jurisdictional classification is as follows:

State Roads:	9.56 miles
County Roads:	1.06 miles
Local Roads:	99.79 miles

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Map 3. Chippewa Falls Transportation Network



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Traffic Volume Trends

Overall, trips along the arterials and major collectors within the City are generally trending higher year over year.

- U.S Highway 53 has an average daily traffic count of 22,200 south of the Chippewa River (2022) and 19,500 north of the Chippewa River (2021).
- State Highway 29 averages 28,300 trips between the 53 and Seymour Cray Sr Blvd interchanges, with 14,400 trips farther to the west and 19,200 trips farther to the east (2021).
- Bridge Street, at the southern entrance to the City's downtown, averages 15,400 trips a day (2021).
- Trips through downtown Chippewa Falls are lower, averaging between 2,800 and 7,100 trips a day (2021).
- West River Street averages 7,500 daily trips just east of the U.S. Highway 53 interchange and 3,000 to the west of the interchange (2021).
- Seymour Cray Sr Blvd averages between 7,800-12,500 daily trips (2021).
- County Highway "S" averages between 4,000-6,800 daily trips (2021).

In 2021, about 91 percent of City households had at least one vehicle and about 54 percent had two or more vehicles.⁸ 82.6 percent of working residents drove alone to work, while the average travel time to work increased between 2000 and 2021 from 18.1 minutes to 19.7 minutes.

Accident Types and Locations

Map 4 summarizes vehicle-involved crashes in the City from 2017-2021. While a majority of reported crashes occurred downtown, none of the top five crash intersections are located downtown:

1. Seymour Cray Sr Blvd & CTH "I"	38 crashes
2. Seymour Cray Sr Blvd & East Park Ave	22 crashes
3. State Highway 124 & State Highway 29	21 crashes
4. State Highway 124 & Woodward Ave	21 crashes
5. E. Park Ave & S. Main St	20 crashes

During the plan update process, the following locations in particular were of concern to residents:

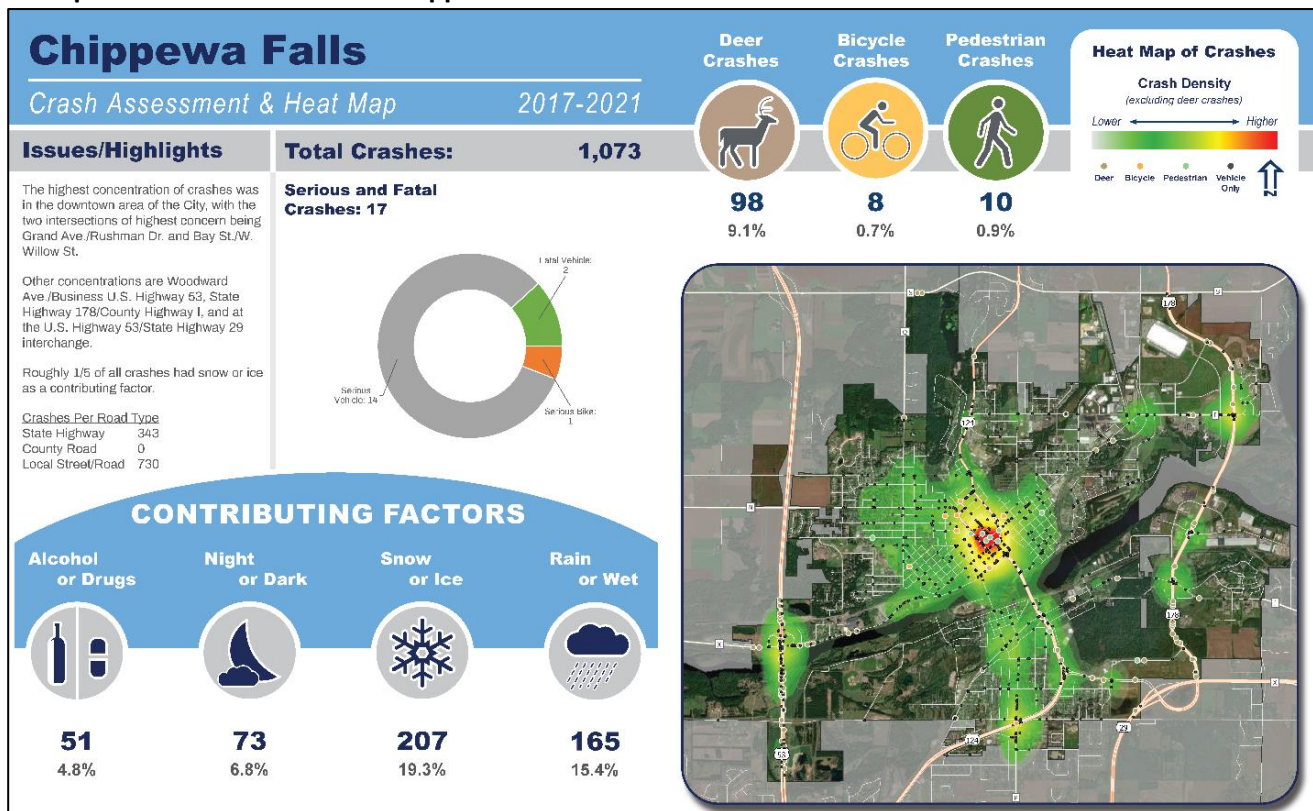
- Seymour Cray Sr Boulevard (STH 178) between E. Park Avenue (CTH J) and north to the Chippewa River – A combination of traffic volumes, traffic speeds, limited access points, lack of signalization, and commercial truck traffic make access to STH 178 from Olson Drive and Cashman Drive difficult. Wisconsin Department of Transportation is aware of these challenges and remedies are being planned.
- Seymour Cray Sr Boulevard (STH 178) between E. Park Avenue (CTH J) and south to State Highway 29 – This is a developing area with limited direct access to STH 178. As development occurs, additional improvements and/or access points will be required.
- Wagner Street and W. River Street intersection – Due to traffic volumes, topography, current alignment, proximity to schools, and lack of alternative access points to U.S. Highway 53, visibility at this intersection can be a challenge and there can be a lengthy queue of vehicles desiring to turn onto W. River Street at

⁸ Data in this subsection is the from the U.S. Census American Community Survey 5-Year Estimates for 2016-2021.

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times. The railroad overpass and proximity to the Chippewa River pose additional challenges to identifying a remedy and a roundabout may not be possible at this location

Map 4. 2017-2021 Crashes in Chippewa Falls



Electric Vehicles

The growth in the use of electric vehicles and the related planning implications for the City are discussed at length in **Chapter 12. Energy & Sustainability**.

4.2 Additional Modes of Transportation

Transit and Specialized Transportation

Chippewa Falls has had bus services since 1937. From 1937-1971, service was provided by private companies. Private service was discontinued in 1972. In 1975, transit service was re-established through a one-year state grant. Service was provided within the City and inter-city between Chippewa Falls and Eau Claire. In 1976, Chippewa Falls contracted with the Eau Claire Transit Commission to continue both services. In 1985, the City discontinued the agreement with Eau Claire and launched a Shared Ride Taxi service which operates only within City limits. That service continues today using a third-party service provider and is open to all passengers.

The current shared-ride transit service provides in-city curb-to-curb, on-demand rides from 5:00 a.m. to 7:00 p.m. on weekdays, and from 6:30 a.m. to 4:30 p.m. on weekends, 365 days each year. Current fares are \$3.00 for adults, with reduced fares for seniors, students, and those with disabilities. Funding for the service comes from passenger fares, City funding, and State and Federal grants.

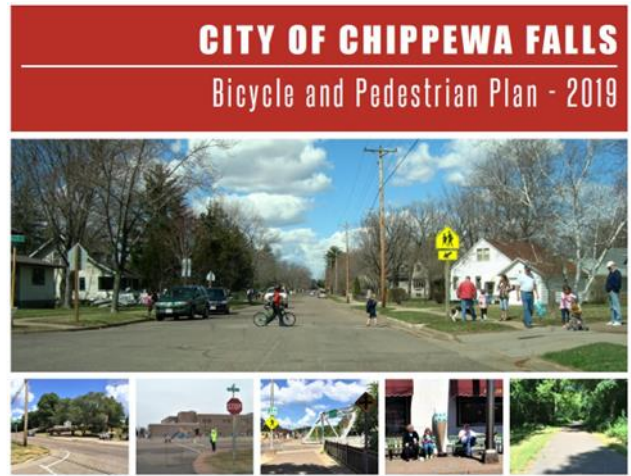
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Bicycles and Pedestrians

Map 5 shows the bicycle network within the City. The 37-mile, State-managed Old Abe Trail bisects the City from the southwest to the northeast, connecting Chippewa Falls to the cities of Eau Claire and Cornell. Locally, the 5-mile looped Duncan Creek Trail is a multi-use pathway that connects downtown Chippewa Falls to Irvine Park and St. Joseph's Hospital.

Sidewalks are the most important element to safe walking in a community. Due to traffic and road conditions, bicyclists (especially younger ones) will also prefer to use sidewalks instead of riding on streets. Map 6 shows the sidewalk inventory within the City as of 2019. According to the 2019 *Chippewa Falls Outdoor Parks & Recreation Plan*:

- 26% of streets in the City have sidewalks/trail on both sides of the street
- 14% have sidewalks/trail on one side of the street
- 60% have no sidewalks/trail on either side of the street

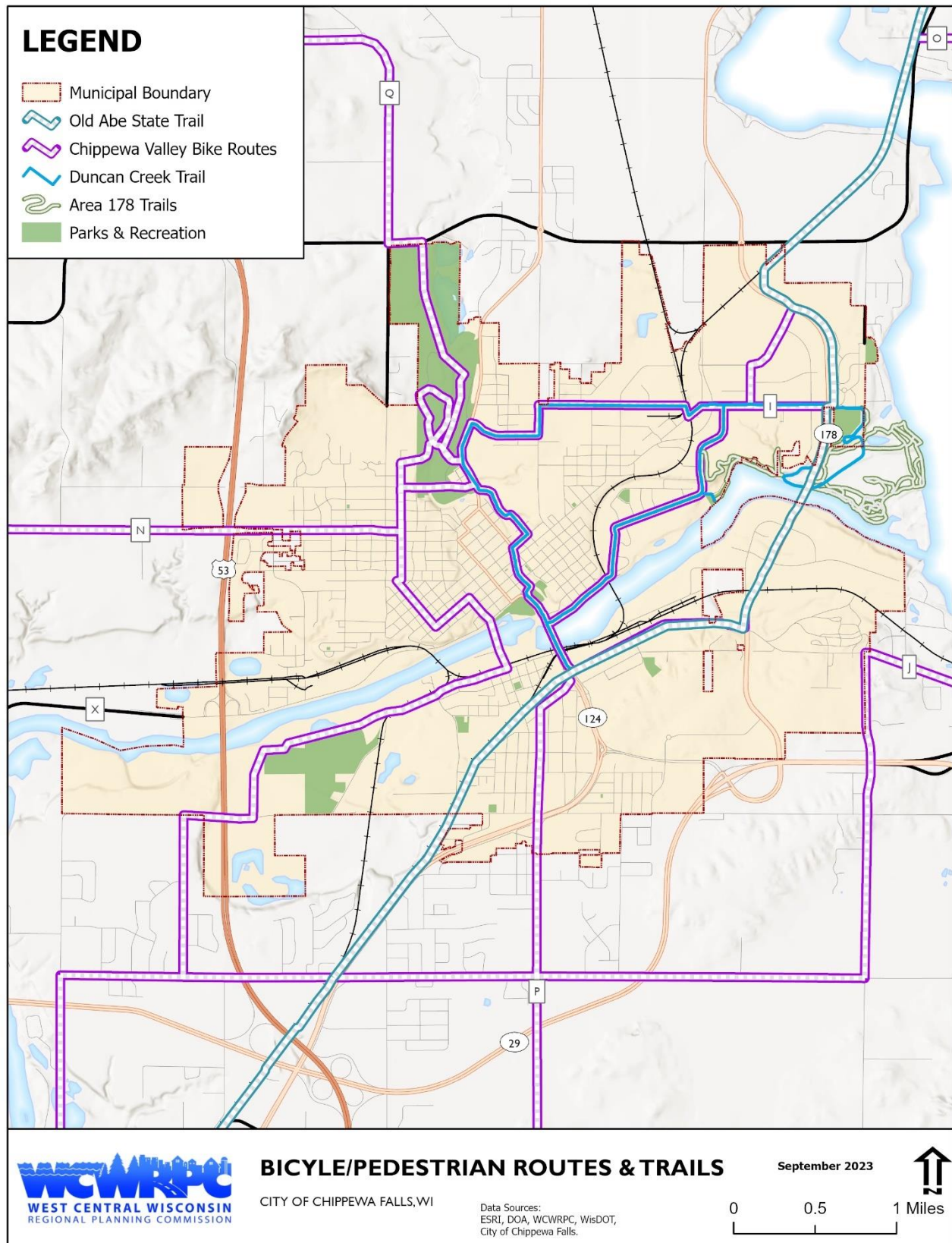


Both the 2019 *Chippewa Falls Outdoor Parks & Recreation Plan* and the 2019 *Chippewa Falls Bicycle & Pedestrian Plan* included numerous recommendations and incorporated strategies from other planning efforts, such as the 2015 *Safe Routes to School Plan* and the 2019 *Chippewa County Bicycle and Pedestrian Plan*. A few of the highlights include:

- Suggested priorities include:
 - Projects near schools and major routes to schools; Safe Routes to School projects
 - Projects in downtown Chippewa Falls, including leading pedestrian interval crossings and changes in signalization
 - Adding designated bike lanes on streets where they are warranted
 - Locate sidewalks in urban areas where there are no sidewalks
- Improve bike & pedestrian safety through education and law enforcement initiatives as well as electronic speed signage/decreasing speed limits in some areas and a walking/biking campaign.
- Adopt a Complete Streets ordinance, a downtown placemaking plan, and update the Safe Routes to School Plan
- Create and enforce a City ordinance that requires all new development within the City limits to have sidewalks, including infill projects.
- Increase education and outreach on snow removal requirements.
- Adopt a City ordinance to require sidewalks, bike lanes, and/or trails in all road construction requirements. Evaluate the need for additional bike parking requirements.
- Location- or street-specific infrastructure projects are also recommended, including bike lanes/routes, bike parking, widened curb lanes, shoulder improvements/widening, pedestrian crossing improvements, multi-use trails/paths, bump-outs/traffic calming, digital speed signage, and general road maintenance or reconstruction.

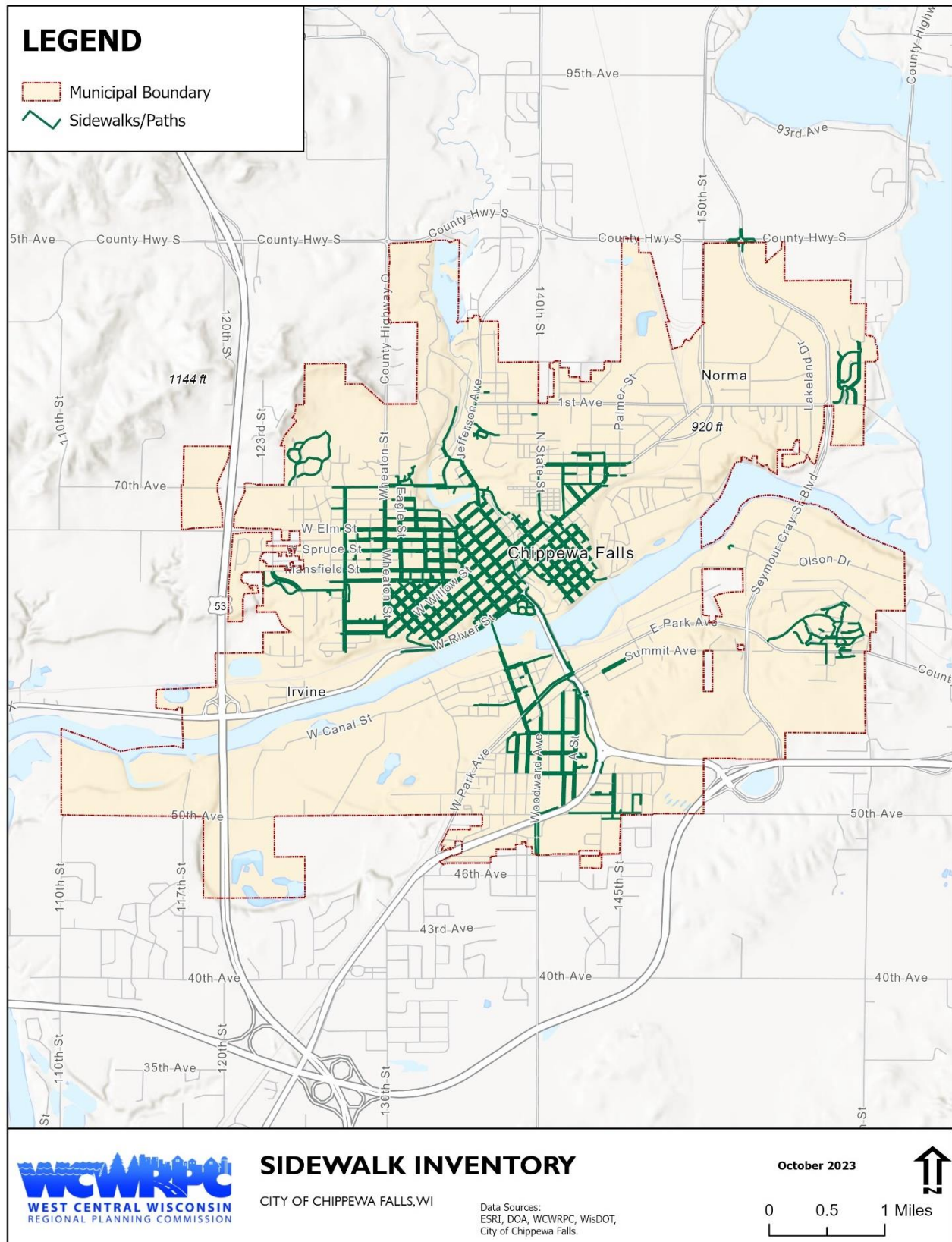
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Map 5. Chippewa Falls Bike Routes & Recreational Trails



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Map 6. Chippewa Falls Sidewalk Inventory (as of August 2019)



4. TRANSPORTATION

Railroads

The City is serviced by the Canadian National (CN), Progressive Rail, Inc., and Union Pacific Railroad. CN operates an intermodal transload facility on West River Street with a loading/unloading track and a grain transfer facility. All containers using this facility must clear Customs at the Canadian/US Border in Ranier, MN. There are ongoing discussions regarding passenger rail service that would connect the Twin Cities and Chicago metropolitan areas. This service could travel through Eau Claire and/or La Crosse. In addition, there is discussion regarding increasing freight rail service in and around Chippewa Falls.

Air Transportation

The Chippewa Valley Regional Airport, located in Eau Claire, is a Commercial Service airport. The airport is roughly 8 miles from the city center. It is projected to remain a Commercial Service airport in the Wisconsin State Airport System Plan 2030. The airport is currently in the process of updating its 2013 Master Plan.

Trucking

U.S. Highway 53 and State Highways 29, 124, and 178, and County Highway S are State-designated long truck routes., with a 65' restriction along portions of 178 within the City. These routes provide adequate service throughout the City. There are height restrictions on both River Street (14'4") and Main Street (14'3") under the railroad bridges.

Water Transportation

Due to the development of hydroelectric dams along the Chippewa River, water transportation on a commercial scale is not possible. Area surface waters do offer opportunities for recreational activities.

4.3 Transportation Needs and Planned Improvements

In general, the local and regional transportation system in the City of Chippewa Falls is adequate to serve projected traffic volumes within the city limits. Ongoing maintenance and minor safety improvements are expected on local, county, and state roadways. New roads may be needed if new development occurs as envisioned in the land use element of this plan.

State Highway Improvements

As of July 2023, Wisconsin Department of Transportation (WisDOT) Division of Transportation System Development (DTSD) has no active construction projects within the City of Chippewa Falls. According to the WDOT's Transportation Improvement Program for 2022-2025, the following projects are identified to commence with the anticipated commencement year stated:

- US 053 (Golf Road – 40th Ave) – Pavement Replacement – 2024
- US 053 (40th Ave – CTH B) – Pavement Replacement – 2025
- WIS 124 (CTH S Bridge Street) – Resurfacing – 2025 (also listed in Chippewa Fall's CIP)
- WIS 029 (160th St Bridge) – Bridge Rehabilitation – 2026
- WIS 124 (Bridge Street to WIS 64), Chippewa Falls to town of Bloomer – in design phase
- WIS 124 (CTH OO to Business 29), Lake Hallie to Chippewa Falls – in design phase
- WIS 178 (Olson & Cashman Drives intersections), Chippewa Falls – planning study phase

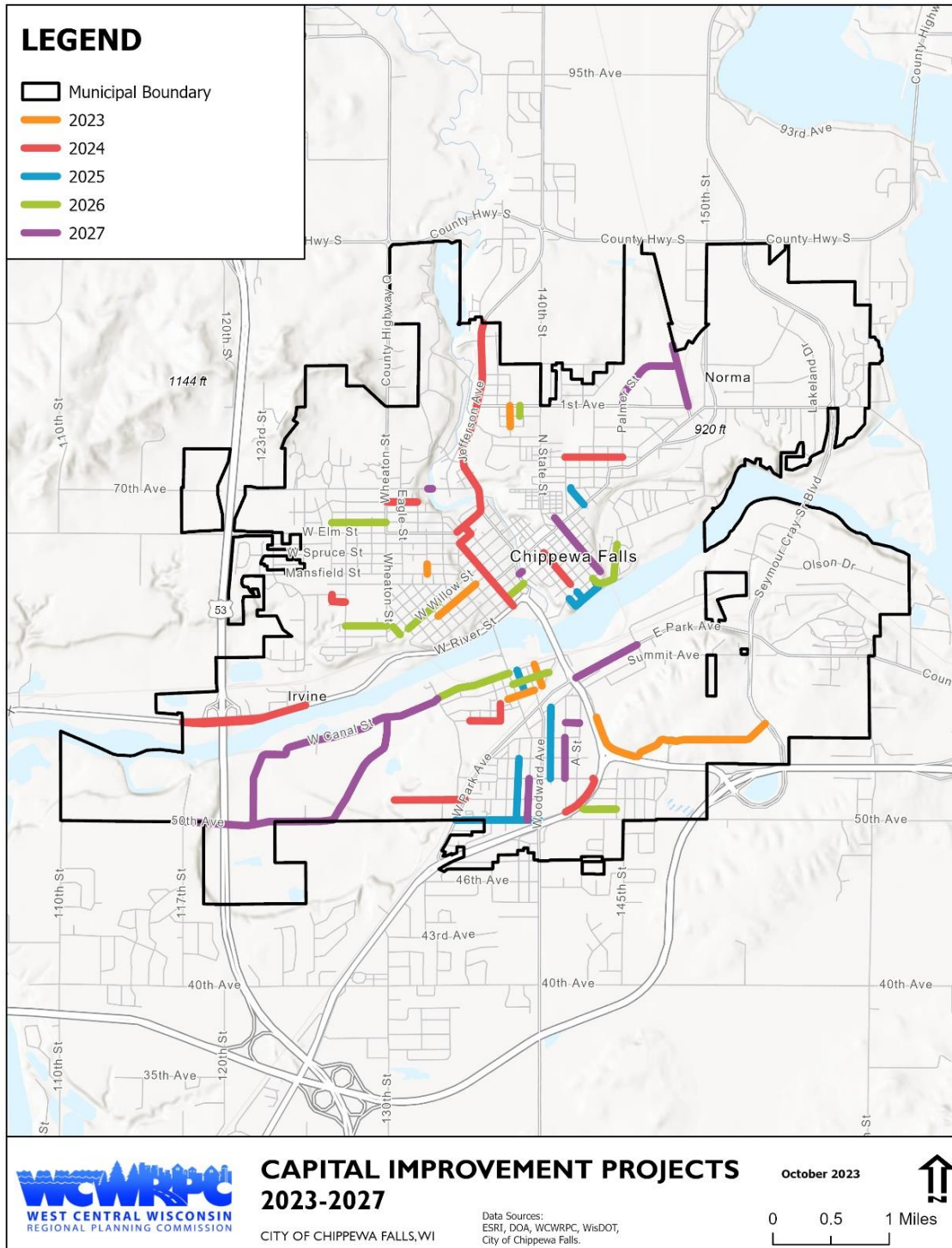
The City also anticipates working with WDOT on intersection evaluations and possible improvements to STH 178 at Chippewa Crossing Boulevard.

4. TRANSPORTATION

County and Local Improvements

The Chippewa Falls Public Works Department has the equipment necessary to ensure that adequate street services are provided. The City maintains a five-year capital improvement plan (CIP), which includes budget line items for improvements/maintenance and the purchase of equipment. The CIP is available at the County website in both document and GIS-based story map forms. Map 7 shows the 47 projects in the CIP for 2023-2027.

Map 7. Chippewa Falls Capital Improvements Plan Projects, 2023-2027



4. TRANSPORTATION

Not shown above is one additional project identified in Chippewa County's 2023-2026 Capital Improvement Project (CIP) list that will impact Chippewa Falls—CTH S is slated for reconditioning in 2024. As mentioned previously, the City's Bicycle and Pedestrian Plan and a Safe Routes to School Plan recommend additional transportation network improvements the City should undertake in the future. Planning for local streets and highways is a continual process and improvements may be hastened or delayed due to damage from flooding, winter-related damage, heavy use, available resources, or coordination with other infrastructure improvements.

4.4 Community Perspective

Community Survey

The 2023 comprehensive plan community survey requested respondents to identify their transportation priorities for the City over the next 10 years. The following are the responses from City residents.

	VERY IMPORTANT	IMPORTANT	NEUTRAL/NO CHANGE	UNIMPORTANT	VERY UNIMPORTANT	DON'T KNOW	TOTAL
Road/Street repair & maintenance	65.84% 370	28.11% 158	5.52% 31	0.18% 1	0.18% 1	0.18% 1	562
Increased traffic-related law enforcement	11.74% 66	30.60% 172	44.31% 249	6.58% 37	5.34% 30	1.42% 8	562
Making streets safer for pedestrians/bicyclists	32.03% 180	39.15% 220	23.49% 132	2.85% 16	1.96% 11	0.53% 3	562
Pedestrian amenities & connectivity	25.27% 142	38.26% 215	30.07% 169	3.91% 22	1.60% 9	0.89% 5	562
Sidewalk & trail maintenance	29.54% 166	47.69% 268	17.44% 98	2.67% 15	1.78% 10	0.89% 5	562
Bicycling amenities & connectivity	18.15% 102	34.70% 195	33.99% 191	6.76% 38	5.16% 29	1.25% 7	562
Planning for electric vehicles & encouraging EV charging stations	8.01% 45	23.67% 133	25.44% 143	17.97% 101	22.24% 125	2.67% 15	562
Increased shared ride, minivan transit opportunities within Chippewa Falls	13.52% 76	24.38% 137	43.06% 242	9.43% 53	6.58% 37	3.02% 17	562
Increased shared ride or minivan transit opportunities to/from locations outside Chippewa Falls	15.66% 88	29.36% 165	35.77% 201	9.25% 52	6.76% 38	3.20% 18	562
Better signage for amenities & attractions	9.96% 56	25.98% 146	50.00% 281	9.43% 53	3.56% 20	1.07% 6	562

In addition to the above question, the following were frequently mentioned in survey write-in comments:

- Sidewalks, walking/running trails, bike trails/routes, and bike/pedestrian safety were identified as needed outdoor recreation or safety improvements.
- A number of respondents had concerns about the condition of the streets.
- A lack of affordable public transportation, especially for seniors, within the City and destinations outside the City is a concern for some respondents.

Steering Committee & Focus Group Meetings

While there was not a transportation-specific focus group, transportation-related matters were often discussed during the plan update process. The following are highlights and noted concerns, in no certain order or priority:

4. TRANSPORTATION

- Road and sidewalk repair/maintenance; coordinate with other utility projects through the capital improvements plan.
- Pedestrian/sidewalk connectivity is poor.
- Promote walkable neighborhoods & development; encourage walking/biking to work. Also important for a healthy community.
- Growing demand for EV charging stations.
- Maintain and update bike paths.
- Funding is available to help pay for new bike trails and trail maintenance.
- Improve wayfinding and signage.
- Improve bike and pedestrian connectivity between destinations, especially to downtown (e.g., neighborhoods to downtown, parks, schools, Senior Center, employment centers).
- Limited transportation alternatives, especially for teens and seniors; lack of knowledge of public transportation options among residents.
- It is important that the costs of transportation and other related public improvements are shared equally among all who benefit.
- There are certain sections of streets and intersections that pose safety challenges (e.g., Wagner & River intersection, Seymour Cray, downtown, Olson Drive).
- It is unclear how the proposed passenger rail service from Chicago to Minneapolis will benefit the community or how the City may best take advantage of potential benefits.
- The Downtown Focus Group discussed transportation issues at length (e.g., bike & pedestrian connectivity/accessibility, bike amenities, parking capacity/signage, replace street lighting, high traffic volumes during peak times); also see **Chapter 9: Downtown.**
- Transportation was the top concern among the Seniors Focus Group as summarized in Section 2.3. The group suggested that additional transportation assistance and accessibility improvements are needed.
- For the Young Adults Focus Group, improving safe connectivity within the City and a lack of public transportation, including to destinations outside the City, were also discussed as summarized in Section 2.3.
- Coordination and sharing of road/street maintenance with other local governments, especially responsibilities for the Highway 29 interchange area. Collaborative planning of transportation networks and traffic safety; also see **Chapter 10: Intergovernmental Cooperation.**



4. TRANSPORTATION

4.5 Transportation Goals, Objectives, and Policies

TRANSPORTATION GOAL

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

Objectives:

1. All destinations, including public parking areas, are well signed and easy to find.
2. Downtown is easily accessible and navigable for transportation.
3. Provide a safe, bike and pedestrian system that connects key destinations throughout the City.
4. Transit options exist from the City to the surrounding region.
5. The airport meets the demands and needs of passenger service and industry.
6. Effective and efficient freight rail options exist and the use of freight rail increases.
7. Strive to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all.

Policies (ongoing decision-making guidance):

1. Continue to maintain a 5-year capital improvements plan (CIP) and an official map, which are available to the public at the City's website and mailed to all property owners along any proposed project.
2. Continue to implement and periodically update the City's Bicycle & Pedestrian Plan using the suggested priorities as guidance. Coordinate this plan with the City's Outdoor Recreation Plan to leverage recreational trails dollars.
3. For cost-savings and to minimize disruption, strive to upgrade utilities within street right-of-way concurrently with street construction or redevelopment projects. Make private utility providers, including internet service providers, aware of proposed projects to coordinate such planning. (Also see **Chapter 5: Utilities & Community Facilities**)
4. Collaborate with the Chippewa-Eau Claire Metropolitan Planning Organization, West Central Wisconsin Regional Planning Commission, and its member communities to improve transportation infrastructure, safety, transit service, and connectivity within Chippewa Falls and the urban area. (Also see **Chapter 10: Intergovernmental Cooperation**)
5. Maintain awareness of the efforts of the St. Croix-Chippewa Rail Coalition to identify potential opportunities and benefits for the community. As opportunities allow in the future, strive to provide public transportation connectivity for Chippewa Falls residents to the region's passenger rail service depot.
6. Downtown Chippewa Falls offers the best location for transportation/transit centers, should such facilities be proposed in the future.
7. Strive for a connected pedestrian network of sidewalks and trails accessible for persons of all abilities, with well-marked curb cuts for pedestrians, wheelchairs, and other mobility devices.

4. TRANSPORTATION

8. Strive for an equitable sharing of transportation and other public infrastructure costs based on everyone who benefits, though public cost-sharing may be needed at times to incentivize desired development or redevelopment.
9. Continue to inventory, control, and regulate outdoor and directional signage to provide effective wayfinding and information about community destinations in balance with aesthetics, minimizing “sign fatigue”, and applicable laws.
10. Implement those policies and strategies found in other comprehensive plan elements that support the transportation goals and objectives, such as planning improvements concurrently with utility projects (Utilities & Community Facilities), ensuring adequate infrastructure to support economic development goals (Economic Development), the use of official mapping to support anticipated growth areas (Land Use), planning for the growth in electric vehicles (Energy & Sustainability), and related coordination with other local governments (Intergovernmental Cooperation).

Chapter 9: Downtown in particular has multiple transportation-related policies and strategies, including:

- Enhance downtown as a bike- and pedestrian-friendly place.
- Improve bike parking and install more bike racks.
- Evaluate vehicle parking supply and improving related signage.
- Create a safe-routes-to-downtown plan and strengthen connectivity to other community destinations.

Strategies (recommended actions):

City

1. Annually review and update the City’s 5-year Capital Improvements Plan (CIP), incorporating connectivity and safety improvements recommended in the City’s Bicycle & Pedestrian Plan and addressing key locations suggested by crash reports/accident data. (Ongoing)
2. Research and potentially codify financial alternatives to special assessments to construct and improve roadways, sidewalks, and other public infrastructure, including but not limited to a transportation utility. (Short-range)
3. Increase education and outreach to residents and businesses on snow removal requirements. (Short-range)
4. As referenced in other City plans, consider adoption of a City ordinance or ordinances that: (Medium-range)
 - Requires all new development to have sidewalks or other safe and accessible pedestrian connectivity.
 - Helps to address gaps in the existing sidewalk or pedestrian network.
 - Includes a Complete Streets policy so that new streets and major reconstruction projects are safe for all users of all ages and abilities.



4. TRANSPORTATION

5. When roadwork is scheduled for the Wagner Street & River Street intersection area, explore the feasibility and costs of alternative intersection treatments and traffic controls for safety and improved traffic flow during peak times.

City in Partnership

1. Develop and implement an educational campaign so that residents are aware of public transit availability in Chippewa Falls. (Short-range)
2. Utilize Transportation Assistance Program funding to update the Safe Routes to School Plan for all of the schools to increase pedestrian and bike accessibility. (Short-range)
3. Complete and implement a Wayfinding Plan for the community to include directional signage for visitors, bike/pedestrian trails and routes, and public parking. (Short-range)
4. In collaboration with the Metropolitan Planning Organization:
 - Extend shared ride and/or bus services across community boundaries to improve public transportation connectivity throughout the urban area. (Short-range)
 - Explore the creation of a Vision Zero/Zero in Wisconsin strategy for the urban area that improves transportation safety through education, enforcement, and engineering efforts. (Short-to-Medium range)
 - Continue to work with adjacent municipalities to coordinate transportation projects near or crossing the City's incorporation limits.

Non-City

None.

4.6 Other Transportation Plans and Programs

City of Chippewa Falls Plans and Programs

The following City plans and studies related to this element were mentioned previously and were considered when developing the transportation goal, objectives, policies, and strategies:

- Chippewa Falls Unified School District Safe Routes to School Plan, 2015
- Chippewa Falls Bike & Pedestrian Plan, 2019
- Chippewa Falls Outdoor Recreation Plan, 2021
- Chippewa County Crash Report, 2017-2021
- Chippewa Falls 5-Year Capital Improvements Plan (CIP)⁹
- Chippewa Falls Shared Ride Transit Program (previous discussed)

Chippewa-Eau Claire Metropolitan Planning Organization (MPO)

The MPO is a crucial partner to achieving the City's transportation goal and objectives. The MPO provides multi-model transportation and transit planning support and has facilitated the creation of many of the previously referenced studies and plans. The MPO also acts as a coordinating entity between the communities of the urban area and State and Federal funding sources. Addressing transportation safety has been a priority of the MPO, which will be conducting additional efforts in the future to advance the "Zero in Wisconsin" initiative goal of zero traffic fatalities through related education, enforcement, and engineering.

⁹ Note: Transportation projects identified in tax incremental financing district project plans are incorporated within the CIP

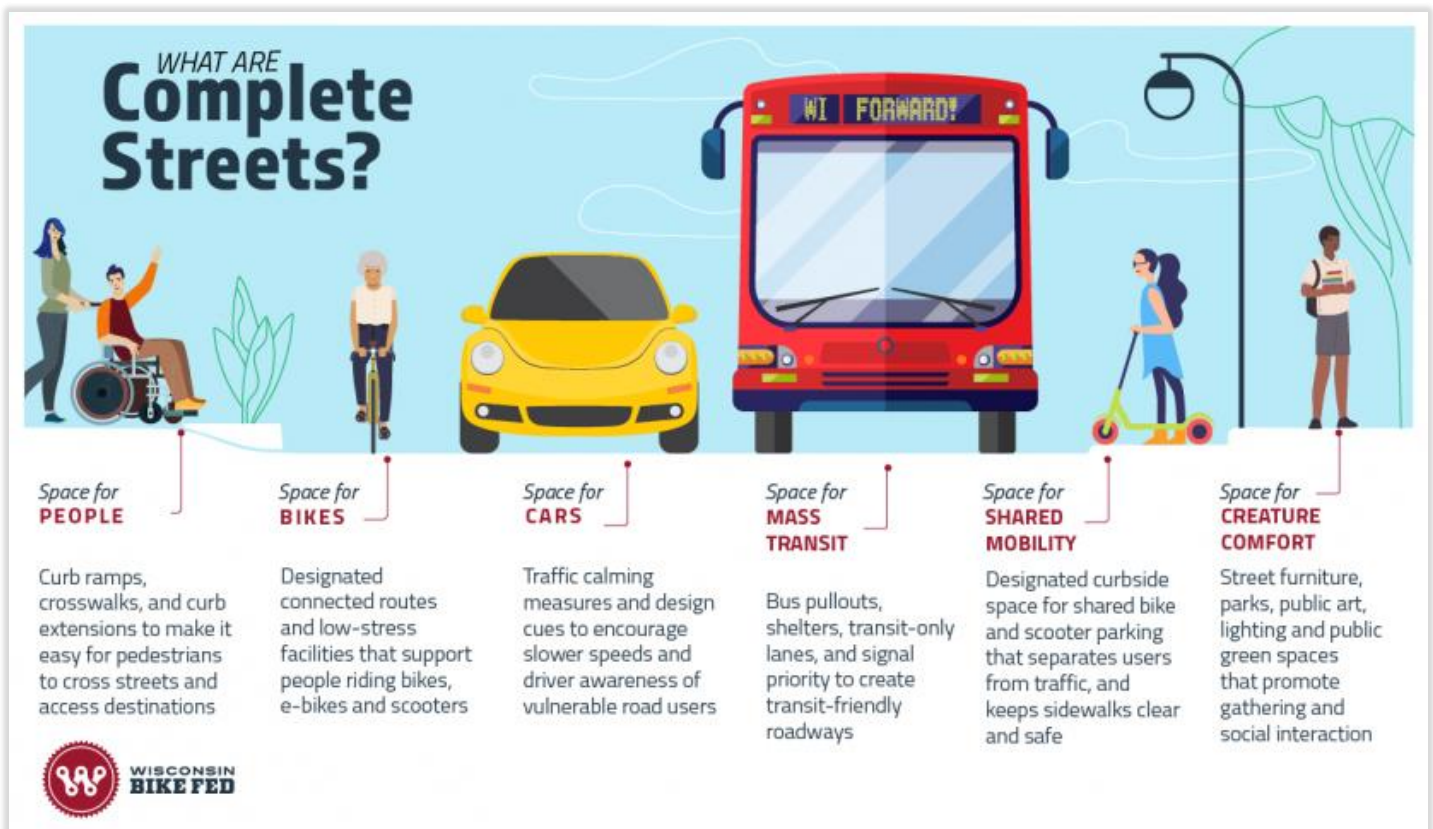
4. TRANSPORTATION

Other Transportation Plans and Programs

Several state and regional organizations' development plans and programs for the management and systematic update of transportation facilities include the City of Chippewa Falls. These other plans were also considered during the planning process. Based on a review of these plans and programs, no land use or policy conflicts were identified. **Appendix D** includes a review of these other potentially related transportation plans and programs.

Complete Streets

Complete Streets are designed and operated to enable safe use and support for people of all ages and abilities, regardless of whether they are travelling as drivers, pedestrians, bicyclists, or public transportation riders. Complete Streets approaches vary based on the community and neighborhood context, potentially including elements such as those in the graphic below.





SIPPEWA
FALLS

5. UTILITIES & COMMUNITY FACILITIES

5. UTILITIES & COMMUNITY FACILITIES

5. Utilities and Community Facilities

Utilities and community facilities provide the foundation on which a community is built and maintained. Not all utilities and facilities are public-owned and some may be jointly owned or operated by the City in collaboration with another unit of government.

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



Utilities and community facilities can be used to guide growth, encourage development, or help establish community identity. Combined with roads, the construction, maintenance, and operation of public utilities and community facilities often constitute the largest proportion of a community's budget. The location of community facilities is important when implementing land-use patterns that promote more sustainable development patterns, healthy communities, and communities that are walkable. Many of these facilities are integral parts of a community and locating them in areas that are easily accessible and walkable reduces the need to drive a vehicle and increases the number of people that have access to the facility.

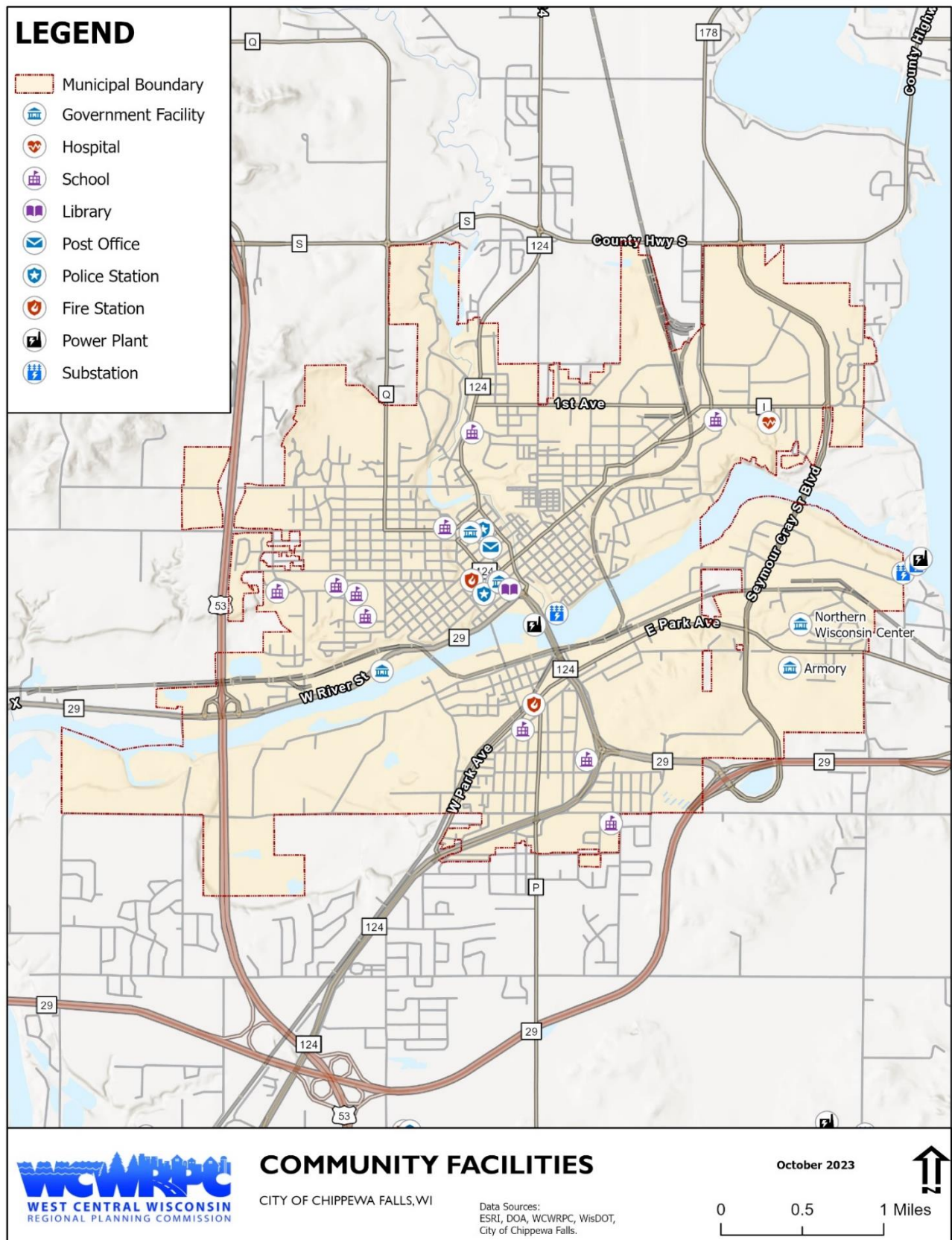
5.1 Assessment of Utilities and Community Facilities

During the planning process, it was noted that the City of Chippewa Falls has numerous facilities and services, which provides an advantage over more rural areas in terms of attracting business investment and workforce. The locations of many of the key public community facilities are identified on **Map 8**. Residents who may most benefit from services are also attracted to the City, such as seniors. Chippewa Falls is also a regional employment hub with a strong tourism/visitor economy. As such, some utilities and community facilities need to be sized to support more people than the City's forecasted population and business growth.

For the following utilities and community facilities, short-term (1-5 year) and long-term (5+ year) needs are identified. At a minimum, Wisconsin comprehensive planning law requires the identification of any needs to expand or rehabilitate existing utilities and facilities or to create new utilities and facilities. This subsection also assesses future needs for government services in the City that are related to the listed utilities and facilities. However, the City of Chippewa Falls may not be fully aware of all plans and needs for facilities and services not provided by the City, but continues to partner with other service providers to cooperatively plan for the community's future.

5. UTILITIES & COMMUNITY FACILITIES

Map 8. Chippewa Falls Community Facilities



5. UTILITIES & COMMUNITY FACILITIES

City Administrative Facilities and Services

Administrative facilities for the City of Chippewa Falls are currently located in City Hall at 30 W. Central Street and the Street Department is located at 5 Bjork-Riverside Drive. The City's website can be accessed at <https://www.chippewafalls-wi.gov/> and details a variety of government-related information about the City. Information technology support for City government services is shared under an agreement with Chippewa County.

Ongoing Needs:	<ul style="list-style-type: none"> • Regular facility maintenance. • Continue to maintain and implement the City's <i>Equipment Replacement Plan</i>. • Continue to share informational technology services with Chippewa County if deemed mutually beneficial. Remain diligent in protecting the City from cyber-attack, including related staff training, testing, and data back-up systems.
Short-Term Needs:	<ul style="list-style-type: none"> • Considering implementing technological upgrades to the City fuel system to streamline accounting process. • Increase the City government's social media presence.
Long-Term Needs:	<ul style="list-style-type: none"> • Conduct a space-needs study for a new Street Department maintenance facility; explore alternative locations and potential sale of existing site.



Sanitary Sewer Service

The City of Chippewa Falls provides sanitary sewer service to the developed portions of the City shown on **Map 9** on the following page. The current wastewater treatment plant was completed in 1950 with the most recent expansion constructed in 1996. The monthly design flow is 4.5 million gallons per day, while the actual monthly usage is about 2.4 million gallons per day, suggesting that the wastewater system is at 53.3% capacity. However, the current plant is nearing its capacity and threshold from higher strength

BOD discharges. The sanitary system is primarily gravity fed with some liftstations and force mains.

Ongoing Needs:	<ul style="list-style-type: none"> • Regularly update the City's <i>Wastewater Plant Facility Plan</i>. • Continue to eliminate clear water infiltration into the system and replace sewer mains that are past their useful life.
Short-Term Needs:	<ul style="list-style-type: none"> • Maintain the 5-year WDNR discharge permit, which next expires in Sept 2025. • Update the <i>Chippewa Falls-Eau Claire Urban Sewer Service Area Plan</i> with revised service boundary reflected anticipated growth.
Long-Term Needs:	<ul style="list-style-type: none"> • While the treatment plant has capacity, wastewater entering the plant with high biochemical oxygen demand (BOD) or food processing waste could be challenging. • Complete and implement recommendations from the siphon analysis that is currently underway. • Expanded sanitary service is anticipated as new development areas within the City are proposed.

5. UTILITIES & COMMUNITY FACILITIES

A few rural portions of the City are not serviced by the municipal sanitary sewer system and utilize private on-site sewage treatment systems. As the City of Chippewa Falls continues to develop, the potential for service lines to be extended to these currently unserved properties may be desirable.

Public Water Supply

Map 10 shows the extent of the City's water system. The City of Chippewa Falls provides municipal water via nine (9) municipal wells. As of 12/31/22, there are 4,295 residential meters, 535 commercial customers, 104 industrial customers, 46 public authority customers, and 1,257 multi-family customers. Municipal water service is available to buildings and facilities located in the developed portion of the City, with a small number of residential households (about 32) served with municipal water from the Village of Lake Hallie. The average daily use is approximately 2.5 million gallons per day; the maximum design flow of the system is 10.8 million gallons per day. The City has made significant improvements to the equipment at its nine wells over the past 15 years.

The City has a good groundwater supply for its wells. The capacity of the City's water supply is often determined more by available water storage than by flow. Based on 20-year population and growth projections with an average per capita usage rate of 80 gallons per day, the City's existing water storage is more than sufficient for the planning horizon.

Ongoing Needs:	<ul style="list-style-type: none">• Continue to maintain and enforce <i>Wellhead Protection Plans</i> for community water supplies.• Continue to replace water mains past their useful life.• Replacement of galvanized.
Short-Term Needs:	<ul style="list-style-type: none">• The City is required by Wisconsin Statutes to develop an urban <i>Water Supply Service Area Plan</i> by the end of 2025.
Long-Term Needs:	<ul style="list-style-type: none">• Expanded municipal water service is anticipated as new development areas within the City are proposed. Should additional "heavy water users" be proposed, studies may be required to determine if an additional well and/or water storage capacity is needed.

The City has a wellhead protection plan in place to help protect water quality. A wellhead-protection overlay district is also included in the City's Zoning Ordinance to "protect the groundwater recharge area for the existing or future municipal water supply from contamination." The City also has a *Cross-Connection Ordinance* to prevent backflow of contaminants in the water system. Continuing improvements and preventative maintenance are important to maintain functioning infrastructure for the City's water supply.

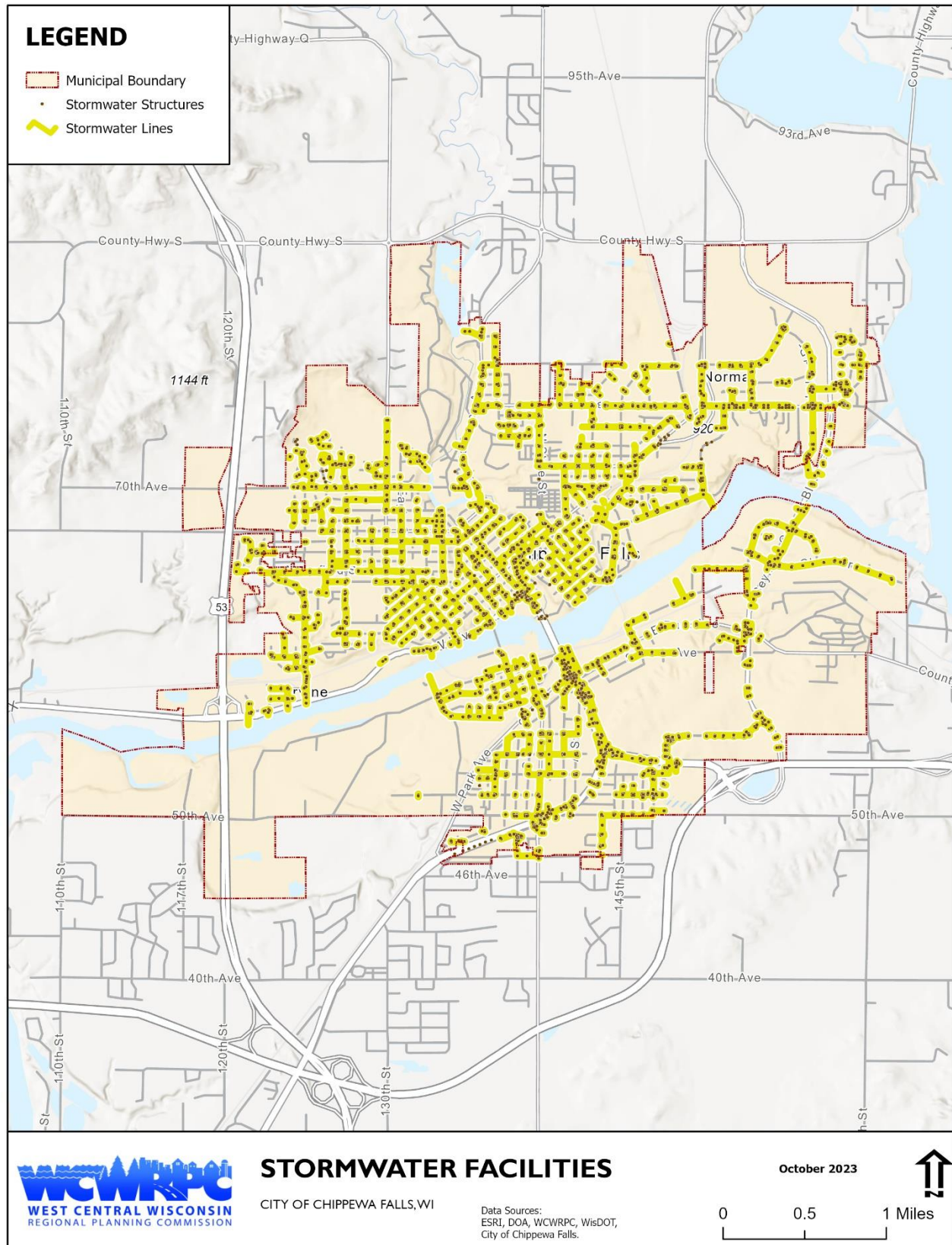
Stormwater Management

The goal of stormwater management is to prevent runoff from delivering pollutants or sediment to lakes, rivers, streams, or wetlands. Commonly applied stormwater management tools include: ditches, culverts, grassed waterways, retention basins & infiltration ponds, curb and gutter, storm sewer, and construction site erosion control.

Map 11 shows the City's extensive separate storm sewer system. Many drains, ditches, catch basins, and ponds throughout the City are used to collect stormwater. The City maintains a *Stormwater Management Plan* and enforces stormwater management regulations for development. As discussed in the Natural Resources element, the City also participates in Rain to Rivers of Western Wisconsin for stormwater runoff and erosion-related educational efforts as part of its Municipal Separate Storm Sewer System (MS4) permit requirements.

5. UTILITIES & COMMUNITY FACILITIES

Map 11. Chippewa Falls Municipal Stormwater System



5. UTILITIES & COMMUNITY FACILITIES

Ongoing Needs:	<ul style="list-style-type: none">• Continue to maintain and implement the City's <i>Stormwater Management Plan</i>, enforce stormwater management and erosion control regulations, and participate in Rain to Rivers as part of MS4 permit compliance.• Continue to map public and private stormwater management infrastructure.
Short-Term Needs:	<ul style="list-style-type: none">• None identified.
Long-Term Needs:	<ul style="list-style-type: none">• Schedule the replacement of aging stormwater infrastructure as part of the City's capital improvements plan.

Solid Waste Management & Recycling

There are no licensed solid waste landfills located within Chippewa Falls. The closest licensed landfill is Seven Mile Creek Landfill east of Eau Claire. According to WDNR's database of self-certified Material Recovery Facilities (MRF) for recycling, there is a Waste-to-Energy Plant south of the Village of Almena in Barron County.

Each City property owner makes their own arrangements for solid waste collection. The City has a contract for recycling collection for Chippewa Falls residents (covering up to four-unit housing). Two (2) hazardous material collections are held at the Northern Wisconsin State Fairgrounds each year.

Short-Term Needs:	<ul style="list-style-type: none">• None identified.
Long-Term Needs:	<ul style="list-style-type: none">• Continued recycling, appliance/electronics disposal, pharmaceutical and drug take back, and Clean Sweep opportunities for residents.

Communication and Power Facilities

Chippewa Falls is provided electric service by Xcel Energy and Chippewa Valley Electric Cooperative. Electricity is provided by both providers north of Front Street / Bridgewater Avenue. South of these streets, Xcel Energy is the sole provider of electricity. Northern States Power Company provides natural gas service to the City.

Overall, telecommunications service within the City is very good with a mix of providers. Charter-Spectrum provides telephone, internet, and cable broadband services. TDS Telcom offers fiber to the door in some areas of the City. AT&T, Inc provides copper wire DSL for much of the City and T-Mobile has fixed wireless broadband service. According to the Public Service Commission's Wisconsin Broadband Planning Map, nearly all broadband serviceable locations in the City as of December 2022 have access to 100 Mbps / 20 Mbps (download / upload speeds) broadband service, with less than 1% (about 40 locations) lacking access to the minimum of 25/3 Mbps service. However, there are some areas of the City that could be considered underserved since only one ISP provides fixed internet at the speed of 25/3 Mbps or greater.

The City has not encountered any issues with the siting of new wireless telecommunication towers. Verizon and AT&T currently lease space on water towers. The need to construct or locate additional towers is being driven by advancements in wireless technology, additional demand for mobile telephone service, and increased numbers of service providers competing to supply that increased demand. The popularity of wireless devices and network services is the primary reason that more towers are needed. The expansion of digital service can assist in the ability to access the internet by wireless devices, though such mobile services can be more costly and slower than many fixed wireless and wired technologies.

5. UTILITIES & COMMUNITY FACILITIES

Short-Term Needs:	<ul style="list-style-type: none">• Given good access to broadband overall, great emphasis should be placed on issues of affordability, digital literacy, and adoption.• Coordinate with internet service providers when planning street projects and new development areas for opportunities to improve broadband service and redundancy.• There may be additional desire to locate or co-locate private cellular infrastructure on municipal buildings, water towers, etc.
Long-Term Needs:	<ul style="list-style-type: none">• Public-private partnering may be beneficial in the future to take advantage of new energy or telecommunications technologies.

Emergency and Protective Services

Police Services

The Chippewa Falls Police Department is located at 210 Island Street. The Police Department currently consists of 24 officers and 2 K-9 units.

Fire Protection & Ambulance Services

The Chippewa Falls Fire and Emergency Services Department serves the City from two fire stations: Fire Station 1, which houses the Department Headquarters, is located at 1301 Chippewa Crossing Boulevard, while Fire Station 2 is located at 211 Bay Street. The equipment the fire department uses is generally in good condition, however the City has ordered a new replacement of one of the engines. In 2023, the City increased personnel and added an additional ambulance to be available for service, bringing the total to 5 ambulances in the City



9-1-1 Emergency Communications

Chippewa County has a single emergency dispatch for the entire county with an enhanced 9-1-1 system.

Hazardous Materials Planning and Response

The Chippewa Falls and Eau Claire Fire Departments have a joint “Type I” hazardous materials response team, giving Chippewa County the highest level of hazardous material coverage available. This “Type I” team can also be requested to respond to the most serious of spills and releases requiring the highest level of skin and respiratory protective gear. This includes all chemical, biological, or radiological emergencies requiring vapor-tight “Level A” gear with self-contained breathing apparatus.

Railroads, pipelines, and some larger industry (e.g., EHS planning facilities) have their own hazardous materials response teams. These entities often work closely with local responders, dispatch, and Chippewa County Emergency Management for training, incident command system exercises, and sharing of emergency operational procedures.

Chippewa County Natural Hazards Mitigation Plan

The City participated in the development of the *Chippewa County Natural Hazard Mitigation Plan* and adopted the plan in December of 2020. Adoption of the plan is a prerequisite for certain FEMA mitigation grant programs and is updated every five years.

5. UTILITIES & COMMUNITY FACILITIES

The Mitigation Plan identifies the following highlights for the City:

- Explore mitigation grant funding to construct community safe rooms (storm shelters) for areas of the community without access to shelters, including partnering with schools, manufactured home parks, campgrounds, developers, parks/trails, festival/fairgrounds, etc. If schools or other existing public buildings are proposed for use as shelter, explore remote door unlock, signage, cameras, and storm hardening when feasible. Shelters should be advertised, appropriately equipped, and have activation/use policies. Since the mitigation plan's adoption, FEMA grant funding has been used to construct a community safe room at the Northern Wisconsin State Fairgrounds.
- Highway and rail accidents pose the greatest hazardous materials spill risks for the City. Appropriate planning, awareness, and evacuation planning is recommended.
- Explore the purchase, outfitting, and sharing of a trailer with additional barricades and other traffic/crowd control equipment and signage for use during emergency/disaster events and for safety during parades, civil disturbances, large gatherings, etc.



Natural Hazard Mitigation Plan
Chippewa County, Wisconsin
2020-2025



Ongoing Needs:	<ul style="list-style-type: none"> • Annually review and update as needed the City's <i>Emergency Operations Plan (EOP)</i>. Those individuals identified in the EOP should have at least the minimum Incident Command System and other training necessary for their identified role. • Continue to participate in the <i>Chippewa County Hazard Mitigation Plan</i> and other emergency services coordination facilitated by Chippewa County Emergency Management. • There are continuing challenges with finding workers and volunteers for ambulance workers, EMTs, firefighters, and police officers. • The number of emergency services calls from outside the City is increasing dramatically; it is getting harder for the City to meet these demands.
Short-Term Needs:	<ul style="list-style-type: none"> • Emergency services demands in the area are increasing with growth and an aging population. • Explore potential police and fire service consolidation with neighboring communities. (<i>See Chapter 10: Intergovernmental Cooperation</i>) • Replace K9 squad at Police Department. • Acquire new ambulance.
Long-Term Needs:	<ul style="list-style-type: none"> • Replace fire engine (est. \$750,000).

5. UTILITIES & COMMUNITY FACILITIES



Dams

There are four dams located in Chippewa Falls. The City of Chippewa Falls owns two dams, the Glen Loch and Star Mill dams. The Glen Loch dam is located west of Ashley Lane in Irvine Park where Glen Loch Lake drains into Duncan Creek; repairs to this dam were recently completed. The Star Mill dam is further downstream on Duncan Creek, west of Jefferson Avenue. Xcel Energy operates and maintains the Chippewa Falls and Lake Wissota hydroelectric dams. The

Chippewa Falls dam is located west of Bridge Street along the Chippewa River. The Lake Wissota dam is located north of Olson Drive and 164th Street where Lake Wissota drains into the Chippewa River. Wisconsin DNR provides a hazard rating for each dam. Lake Wissota and Glen Loch are rated “high” hazard dams, Chippewa Falls dam is rated a “low” hazard dam, and Star Mill dam’s hazard rating is “significant”. Additional information on these dams can be found in the Chippewa County Hazard Mitigation Plan.

Ongoing Needs:	<ul style="list-style-type: none">• Maintain Emergency Action Plans for Glen Loch Dam and Star Mill Dam.• Perform regular inspections of both dams as required.
Short-Term Needs:	<ul style="list-style-type: none">• None identified.
Long-Term Needs:	<ul style="list-style-type: none">• Continued regular inspections and maintenance.

Educational Institutions

Chippewa Falls United School District

The Chippewa Falls School District serves the City of Chippewa Falls, the Village of Lake Hallie and portions of surrounding towns. Chippewa Falls High School, Chippewa Falls Middle School, and six (6) elementary schools are included within the District. Per the 2021-22 Report Card from the Wisconsin Department of Public Instruction (DPI), student enrollment in the District during the 2021-22 school year was 4,878 while enrollment in 2011-2012 was 4,611. The District updates their 25-year *Master Facility Study* every five years.

Private Schools

There are eight private schools that serve Chippewa Falls, including Notre Dame Middle School and McDonell Catholic High School.

Higher Education

The Chippewa Valley Technical College (CVTC) has a campus located in Chippewa Falls. Nearby, Eau Claire is home to the primary CVTC campus as well as the University of Wisconsin - Eau Claire, and Menomonie is home to the University of Wisconsin-Stout. Each educational facility maintains its own master plans and capital improvements plans, the details of which are not included here.

Ongoing Needs:	<ul style="list-style-type: none">• Chapter 4 recommended continued collaboration on Safe-Routes-to-School planning and plan implementation.
Short-Term Needs:	<ul style="list-style-type: none">• Decreasing enrollment at public schools.• Increasing space and equipment demands at school facilities to reflect diverse interests, the digital world, our changing economy, and multi-media learning.• As recommended in Chapter 10, the City and K-12 schools should collaborate to address recreational use of facilities.

5. UTILITIES & COMMUNITY FACILITIES

Long-Term Needs:

- Many school facilities are aging.
- Though neighborhood schools are preferred, decreasing enrollment and costs may make it necessary to consider consolidation in the future.
- **Chapter 10** recommends collaboration during school master planning. Such master planning should be coordinated with community services, infrastructure, and land use planning.



Health Care and Specialized Housing Facilities

HSHS St. Joseph's Hospital is the only hospital in the City and has 193 licensed beds. In addition to the hospital, Chippewa Falls has several other smaller or specialized health care facilities and clinics, including one independent surgery center.

In January 2024, it was announced that the hospital would be closing before the end of April 2024 and the Prevea Clinic next door would close before the end of June 2024. The LE Phillips Libertas Treatment Center has also closed. As of February 2024, OakLeaf Medical

Network has approached HSHS about the potential purchase of HSHS hospital properties in the Chippewa Valley with the intent of creating an independent community hospital. In the interim, this will leave only one hospital within Chippewa County—the small, 25-bed Mayo Clinic Health System-Chippewa Valley Hospital in Bloomer.

The above closures will leave many healthcare gaps in the City of Chippewa Falls, including Emergency Services, Wound Care, Urgent Care, AODA and Behavioral Health Services, Obstetrics/Gynecology, and other outpatient physician services. Ripple effects are severe, and it is understood that the existing Chippewa Valley services are not sufficient to close the imminent service gap. Many area providers are evaluating their ability to mitigate the gaps from these related closures. With HSHS also closing facilities in surrounding communities, including HSHS Sacred Heart Hospital in Eau Claire, the shortfall of emergency services within the Chippewa Valley is dire and emergency services within Chippewa Falls will be challenged with longer EMS runs to area hospitals based on capacity.

The closure of the Libertas Treatment Center leaves the City without an Alcohol and Other Drug Abuse (AODA) residential facility and detox program within the community. In fact, there are no other “walk-in” detox programs in the Chippewa Valley and many others located farther away do not accept BadgerCare. This is a significant concern given that AODA and mental health was a top issue identified by the Young Adults work group. The City does have two facilities providing outpatient addiction and substance abuse support—Aurora Community Counseling and The Chippewa Area Recovery Resource.

Specialized housing facilities within the City include: three (3) nursing homes with a total licensed capacity of 172 residents, nine (9) licensed Community Based Residential Facilities (CBRFs) totaling 223 licensed spaces for occupants, 27 adult family homes with a total capacity of 106, and three (3) Residential care apartment complexes (184 total licensed capacity). The overall total capacity of senior housing facilities within Chippewa Falls is 685. This total could accommodate just under 24% of the City's current 2020 population aged 65 years and older (2,888). As the population continues to age both in Chippewa Falls and the surrounding area, demand for these types of facilities will likely increase. Additional information on housing needs and opportunities within the City can be found in **Chapter 3** of the plan.

5. UTILITIES & COMMUNITY FACILITIES

Ongoing and Short-Term Needs:	<ul style="list-style-type: none"> • Collaborate with partners in the Chippewa Valley to address the implications of the HSHS and Prevea closures. • As needed, adjust community and emergency services that rely on the hospital. • Partner to provide public transportation options to health services and hospitals outside the City for Chippewa Falls residents. • Explore opportunities and incentives to attract a new hospital owner so that emergency and hospital services continue to be available in the community. • Increase access to AODA treatment and mental health services. • See Chapter 3 for a discussion of housing needs.
Long-Term Needs:	<ul style="list-style-type: none"> • Keeping a hospital with urgent care and other health services within Chippewa Falls was identified during the planning process as being very important to the community.

Northern Wisconsin Center

The State of Wisconsin owns roughly 350 acres in the southeast area of the City that has operated as the Northern Wisconsin Center since 1897. While much of the property is no longer in use, some facilities are still operating as a short-term assessment and treatment facilities for people with intellectual disability, mental illness, or challenging behaviors. Other State-run services on the Northern Center property include Klein Hall, a veterans housing and recovery center, the Chippewa Valley Correctional Treatment Facilities, and the Wisconsin Veterans Home at Chippewa Falls. The Chippewa Falls National Guard Armory is also located in the area. There has been interest in the development of a second veterans' home in northwest Wisconsin, which could be sited in Chippewa Falls. Other than this, the City of Chippewa Falls is unaware of any needs or plans for these properties. Overall, the City has very little interaction with any of these agencies, however community sentiment in this area is significantly underutilized, and many of the unutilized structures are falling into severe disrepair.

Day Care Facilities

There is one adult day care facility within the City: Grace Adult Day Services with a 60-person licensed capacity. In addition, there are eight licensed or certified day care facilities for children on the State's registry:

1. Tiny Tree Academy (capacity 49)*
2. YMCA Early Learning Community (capacity 162)*
3. YMCA Early Learning Community – School Age (capacity 77)
4. Kids Learning Center Inc (capacity 150)*
5. YMCA Parkview After School Program (capacity 30)
6. First Friends Childcare and Preschool (capacity 8)*
7. Michelle Wenta (capacity 3)*
8. YMCA Halmstad After School Program (capacity 30)

** denotes a facility serving those 5 years and younger.*

The availability of child care is a quality of life factor that is important when working to attract young families to the area and maintain a sound economy and workforce. The *America's Child Care Deserts in 2018* report, prepared by the Center for American Progress, notes that "Families in rural areas face the greatest challenges in finding licensed child care, with 3 in 5 rural communities lacking adequate child care supply." The report uses a definition of child care deserts, such that **a ratio of more than three young children for every licensed child care slot constitutes a child care desert**. The definition comes from the U.S. Census Bureau's findings that show approximately one-third of young children are regularly in the care of someone who is not a relative. "When the number of licensed child care slots is insufficient to reach at least one-third of young children under age 5, the likelihood that parents face difficulty finding child care increases. This could affect employment decisions or force families to turn to unlicensed options."

5. UTILITIES & COMMUNITY FACILITIES

Per the State's registry, the previously mentioned facilities have an identified capacity of 1,527, with 372 spots available to children under five years of age. The 2020 Census data shows that there are approximately 1,112 children under five years old within the City of Chippewa Falls. Based solely on the ratio of spots to children under five (1:2.999), the City nearly qualifies as a child care desert. The need for additional child care capacity is exacerbated by the City being a regional employment hub; employees working in the City but living elsewhere also use child care services in the City.

Anecdotally, it has been reported that one large child care provider's infant room is booked through June 2025. Families have spaces reserved who are not even attempting to have a family yet. Employers are struggling to attract and retain workforce due to child care costs, scheduling and work flow challenges, and there have been ongoing conversations within the community regarding these needs.

Short-Term Needs:	<ul style="list-style-type: none">• Additional child care capacity is needed, at least for children under 5 years. Continue community conversation for ongoing situational awareness, assistance programs, and mitigation efforts for child care challenges.
Long-Term Needs:	<ul style="list-style-type: none">• It is likely that additional child care capacity will be needed in the future as the City and nearby communities grow.

Child care is receiving much greater attention at a State level due to the lack of child care services and workers. Related initiatives and incentives may assist with the start-up or expansion of child care services within Chippewa Falls.

Libraries

The City is served by the Chippewa Falls Public Library, which is located downtown at 105 W. Central Street. The library has been in this location since 1969 and is very busy with a range of services and strong programming, including public Wi-Fi. The Chippewa Falls Public Library is part of the greater MORE library network. This network shares resources between its member libraries, giving patrons access to a larger catalog of materials.

Short-Term Needs:	<ul style="list-style-type: none">• The library is an aging structure. Begin to study long-term plans for the public library.
Long-Term Needs:	<ul style="list-style-type: none">• A new library should be built, preferably downtown.

Post Offices

The City of Chippewa Falls Post Office is located downtown at 315 N Bridge Street in a well-maintained historic structure. No related needs were identified.

Cemeteries

There are five cemeteries in the City of Chippewa Falls:

- Calvary Cemetery (along State Street)
- Forest Hill Cemetery (along State Street)
- Hope Cemetery (along State Street)
- Chippewa County Poor Farm Cemetery (near St. Joseph's Hospital)
- Northern Center Cemetery (at the Northern Center)



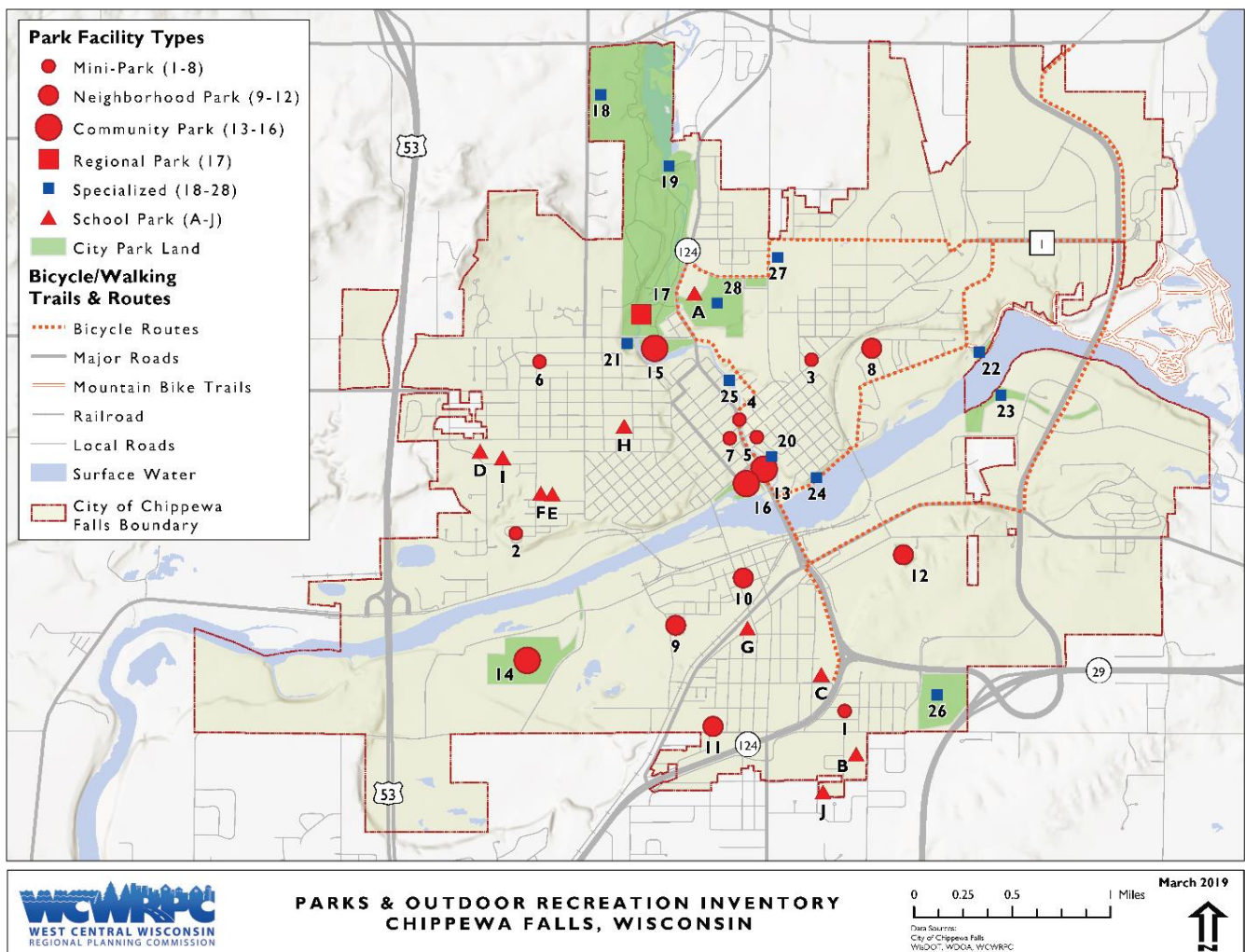
5. UTILITIES & COMMUNITY FACILITIES

Only the first three cemeteries above are generally open to the public. None of the above are owned or managed by the City of Chippewa Falls. No needs to expand or enhance cemetery facilities within the City were identified.

5.2 Parks and Outdoor Recreational Facilities

The *City of Chippewa Falls Outdoor Recreation Plan, 2019-2024* (the ORP) is incorporated into this Comprehensive Plan by reference and is not duplicated within this document. The City of Chippewa Falls adopted the updated comprehensive outdoor recreation plan in July 2019. The ORP assesses the existing parks and recreation system in the City, identifies recreation needs and capacity based upon public input and recreation standards, sets forth goals and objectives to be used as guidelines in formulating recreation plans, and establishes recommendations for improving the recreation system for a 5-year planning period (2019-2024). The adoption of the Outdoor Recreation Plan also makes the City eligible for certain Wisconsin Department of Natural Resources (WDNR) grant funding (e.g., Knowles-Nelson Stewardship Fund) for outdoor recreation improvements. As described within the ORP inventory and shown on **Map 12** below, the City has a robust mix of 28 parks and other outdoor recreational facilities.

Map 12. Chippewa Falls Parks & Outdoor Recreational Facilities



5. UTILITIES & COMMUNITY FACILITIES

The ORP includes detailed descriptions and recommended strategies with timelines for the 26 parks and recreational facilities owned by the City of Chippewa Falls. Overall, the ORP identified the following Top-10 outdoor recreational needs for the City:

1. Four Season Recreation Opportunities
2. New/Expanded Trail Networks & Opportunities
3. Maintenance of Existing Trail Networks & Facilities
4. Increased/Improved Social Engagement Opportunities
5. Retention of Public Open Spaces & Natural Environments
6. Restroom & Shelter Improvements
7. Better Use of Existing Park Spaces & Adjacent Public Land
8. Major Updates at Marshall Park & Casper Park
9. Improved Park/Trail Connectivity, Wayfinding, & Signage
10. Identifying Public Demand for Recreation Improvements

The community survey performed as part of the planning process suggested that the outdoor recreational needs for most resident households were being met.

Additional, more specific recreational improvement needs noted in the community survey included the following common themes:

- Dog park improvements.
- Disc golf course needs significant work and should be made accessible to those of all abilities.
- Sidewalk improvements within parks.
- Skate park needs improvements and upgrades.
- Improved connection to Old Abe State Trail and other trails.
- Community pool needs repairs and upgrades.
- Improved signage and wayfinding for parks.

Short-Term Needs:	<ul style="list-style-type: none">• See the <i>City of Chippewa Falls Outdoor Recreation Plan, 2019-2024</i>• Maintenance building improvements at Casper Park and Irvine Park.• Large-mammal exhibit improvements.• Addressing the pool's future.
Long-Term Needs:	<ul style="list-style-type: none">• See the <i>City of Chippewa Falls Outdoor Recreation Plan, 2019-2024</i>• Provide ample opportunities/enhance outdoor aquatic and water-based recreation, including related safety.• Continue to update the Outdoor Recreation Plan (5-year schedule) to inventory recreational facilities and update goals, needs, timelines, etc.

5.3 Community Perspective

Community Survey

The 2023 comprehensive plan community survey had very few questions that were specific to utilities, community facilities, and non-transportation services. The following are some related insights from the survey:

- 16% of respondents said that the low crime rate was one of the top three reasons they live where they do. This ranked higher than “quality schools” at 12.3%. “Recreational opportunities/near parks, river, or sports facilities” ranked significantly higher at 19.5%.

5. UTILITIES & COMMUNITY FACILITIES

- As noted in Section 5.2, most residents that responded believe that recreational needs for their household are largely being met.
- Opinions can often vary. For example, while low crime was noted among some respondents, a few write-in comments in **Appendix E** expressed concerns about drug use and increasing crime. And one comment suggested that the City is “over policed.”

Other Community Comments

There was not a focus group created to focus on utilities and community facilities (or a specific utility/facility), though such physical and programmatic infrastructure was often identified as being crucial to quality of life, the local economy, and community growth. The following utility and community facility-related issues and opportunities were discussed during the planning process.

- Public school enrollment has been decreasing.
- Health care options and services that allow aging-in-community are valued.
- The Senior Center is very important not only for seniors but as a gathering place. A remodel or new facility was suggested.
- There is increasing demand for AODA and mental health support services.
- A major renovation or new library is needed to accommodate the evolving roles that public libraries play. It is important to keep the library strongly connected to or within downtown.

5.4 Utilities and Community Facilities Goals, Objectives, and Policies

UTILITIES & COMMUNITY FACILITIES GOAL

Chippewa Falls maintains needed community facilities and services in a safe and cost-effective manner that is consistent with the City’s vision and limits environmental impacts.

Objectives:

1. Community facilities and services are designed in a cost-effective and appropriate manner to protect the health, safety, and general welfare of community members, while at the same time analyzing local and global environmental impacts and costs.
2. Community facilities and public places are sited, designed, and maintained in a social-friendly, people-oriented manner which reflects and enhances the City’s character, identity, and sense-of-place.
3. The City has a good working relationship with surrounding communities that helps reduce the operating costs of community facilities.
4. The costs for municipal utilities and public services are shared equitably. An equitable funding source helps pay for City parks, library, and emergency services.



5. UTILITIES & COMMUNITY FACILITIES

Policies (ongoing decision-making guidance):

1. Use official mapping to plan for and designate right-of-way and land for future public infrastructure and parks.
2. The installation of private septic systems and holding tanks within the City limits is discouraged and will only be approved in unusual circumstances on a case-by-case basis.
3. Areas to which public sanitary sewer and water would be extended should be annexed to the City prior to extension of services in most cases, unless a cooperative boundary agreement is established and there is a significant benefit to the City.
4. Developers should pay the full cost of public infrastructure to serve their proposed development, except the City may explore cost-sharing partnerships when proposed new development benefits the community and is consistent with the goals and objectives of this plan.
5. The City will continue to utilize tax incremental financing to support infrastructure expansion or improvements as well as other available grant and cost-sharing opportunities.
6. Maintain a “dig-once policy.” When street, water main, and sewer main projects are planned, contact local broadband service and telecommunications providers to identify opportunities for the installation of fiber optics, cable, or other telecommunications lines.
7. Create partnerships between City government, other government entities, schools, private business, and civic organizations to develop and maintain City utilities and community facilities in good condition. Coordinate with these organizations on their facility master plans and to enhance educational, recreational, and other community programming.
8. The full impacts of locating and siting of a government or institutional structure should be studied before it is implemented. These studies should include, but are not limited to, the increased traffic generation on surrounding streets and the increased demand for parking.
9. Return on investment and long-term maintenance/operating costs should be considered and planned for before creating or expanding a new facility or service. Some benefits are difficult to quantify and a positive financial return may not be necessary or definable in all instances.
10. Downtown Chippewa Falls offers the best location for public facilities that serve the entire community, such as the City Hall, library, community centers, and transportation centers.
11. Promote and educate the public on community facilities and services. Continue to utilize the City’s website and social media to keep the public informed of available services and related plans and continue to engage the public during the planning stages of new City projects.
12. Implement those policies and strategies found in other comprehensive plan elements that support the utilities and community facilities goals and objectives. These include:
 - Road maintenance, public transportation connectivity, and transportation safety improvement in **Chapter 4**. Sewer, water, and other utilities are often coordinated with street improvements as part of the 5-Year Capital Improvements Plan and through the Official Map.



5. UTILITIES & COMMUNITY FACILITIES

- Proper planning and operation of utilities and community facilities are vital to protecting water quality and the natural environment. **Chapter 6: Agricultural & Natural Resources** includes related recommendations on topics such as wellhead protection, low-impact development, stormwater management, and sewer service area planning.
- The infrastructure and services in this element provide the foundation for the economic growth and land use planning in **Chapters 8 and 11**.
- The Energy & Sustainability policies and recommendations in **Chapter 12** reflect that energy efficiency and sustainable practices are important factors in the development and operation of the City's utilities and facilities.
- **Chapter 10** stresses the importance of intergovernmental cooperation and recommends that the City consider cost-sharing and consolidation if there is equitable, mutual benefit for all parties. Many aspects of Chapter 10 overlap with this element, including emergency services, stormwater, recreation, and public services.
- The extension of utilities and provision of services should be coordinated with the future land use plan and other recommendations within the Land Use element within **Chapter 11**.

Strategies (recommended actions):

City

1. The City will maintain the following related plans and incorporate the goals, objectives, policies, and strategies found within these plans into this Comprehensive Plan by reference: (Ongoing/Various)
 - City of Chippewa Falls 5-Year Capital Improvements Plan
 - City of Chippewa Falls Wastewater Treatment Plant Facility Plan
 - City of Chippewa Falls Wellhead Protection Plan and Water Supply Plan
 - City of Chippewa Falls Stormwater Management Plan
 - City of Chippewa Falls Emergency Operations Plan
 - City-specific elements of the Chippewa County Hazard Mitigation Plan
 - City of Chippewa Falls Outdoor Recreation Plan
2. The City, in partnership when appropriate, will explore and implement actions to address the ongoing, short-term, and long-term needs identified previously within this element. (Ongoing/Various)
3. Continue to monitor PFAs requirements. It is not known at this time whether the City will be required to take related action for the municipal water or wastewater system. (Ongoing)
4. As part of the City's Wayfinding Plan, locate signage throughout the City that show directions to public facilities. (Short-range)
5. Explore obtaining Telecommuter Forward! certification from the Public Service Commission signaling support and commitment to promoting the availability of telecommuting options. (Medium-range)

City, City in Partnership, and Non-City

1. Explore and implement actions to address the ongoing, short-range, and long-range needs previously identified in this section. (Ongoing/Varies)
2. Work with healthcare providers to mitigate to the extent feasible any and all existing or anticipated healthcare gaps related to the expected 2024 closure of HSHS St. Joseph's Hospital and Prevea Clinic. (Ongoing/Immediate)

5. UTILITIES & COMMUNITY FACILITIES

3. Encourage United Way of Chippewa Valley and/or other partners to expand digital equity and inclusion programming to the City of Chippewa Falls. (Short-range)
4. Work with area legislators and private healthcare providers to evaluate the feasibility of designating a future Chippewa Falls-based hospital as a Critical Access Hospital. (Short-to-Medium range)
5. Review access and demand, then evaluate demand and options to provide free public Wi-Fi access downtown. (Medium-range)

5.5 Other Utilities and Community Facilities Plans and Programs

The different types of utilities and community facilities included in this section are quite diverse making it a challenge to identify all potentially related plans, programs, resources, and key partners. **Appendix D** includes a number of the more common State and Federal funding resources that may be valuable in implementing the recommendations of this plan element. Some facilities and services, such as the Senior Center, the Library, emergency services, and various health programs may benefit from additional, unique private and public funding sources and programs not included in Appendix D. The key related plans have been previously discussed and directly integrated into the previous strategy recommendations, most notably Strategy #1.

A photograph of a river flowing through a dense forest. The river is in the center, with several large rocks visible in the water. The banks are covered in thick vegetation, including trees and shrubs. A large evergreen tree stands prominently on the left bank. The overall scene is lush and green.

6. AGRICULTURAL & NATURAL RESOURCES

6. AG & NATURAL RESOURCES

6. Agricultural & Natural Resources

As suggested in Wisconsin statutes, the comprehensive plans of many communities combine agricultural, natural, and cultural resources into a single element or plan chapter. The City of Chippewa Falls has selected to separate (and expand upon) cultural resources into its own chapter—**Chapter 7: Historical & Cultural Resources**. Agricultural & Natural Resources are combined here due to their inherent relationships to the land.

6.1 Agricultural Resources



For over a century, agriculture has been the dominant land use in Chippewa County and vital to the local economy. This agriculture ranges from small family farms to large corporations and produces food for people to consume as well as energy feedstock. This concept is often lost during comprehensive planning processes where most plans promote the preservation of farmland in a general sense and do not indicate what is needed from the land to better a community or region. Policies that promote family farms and farms that produce food (e.g., produce, meat, and honey) and/or energy for the local/regional population improve the economic vitality of rural areas and small communities, improve the environmental condition of our

natural resources, and reduce a region's impact on the environment.

As of 1/1/23, the City had thirteen parcels that were predominantly in agricultural use totaling about 147 acres generally shown on **Map 13**. Not all of this acreage is tillable due to environmental features or improvements. About half of these acres are located on three parcels west of Highway 53 along 70th Avenue. Overall, there was very limited discussion related to agriculture during the plan update process as will be later discussed in Section 6.3.

6.2 Natural Resources and Environmentally Sensitive Areas

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

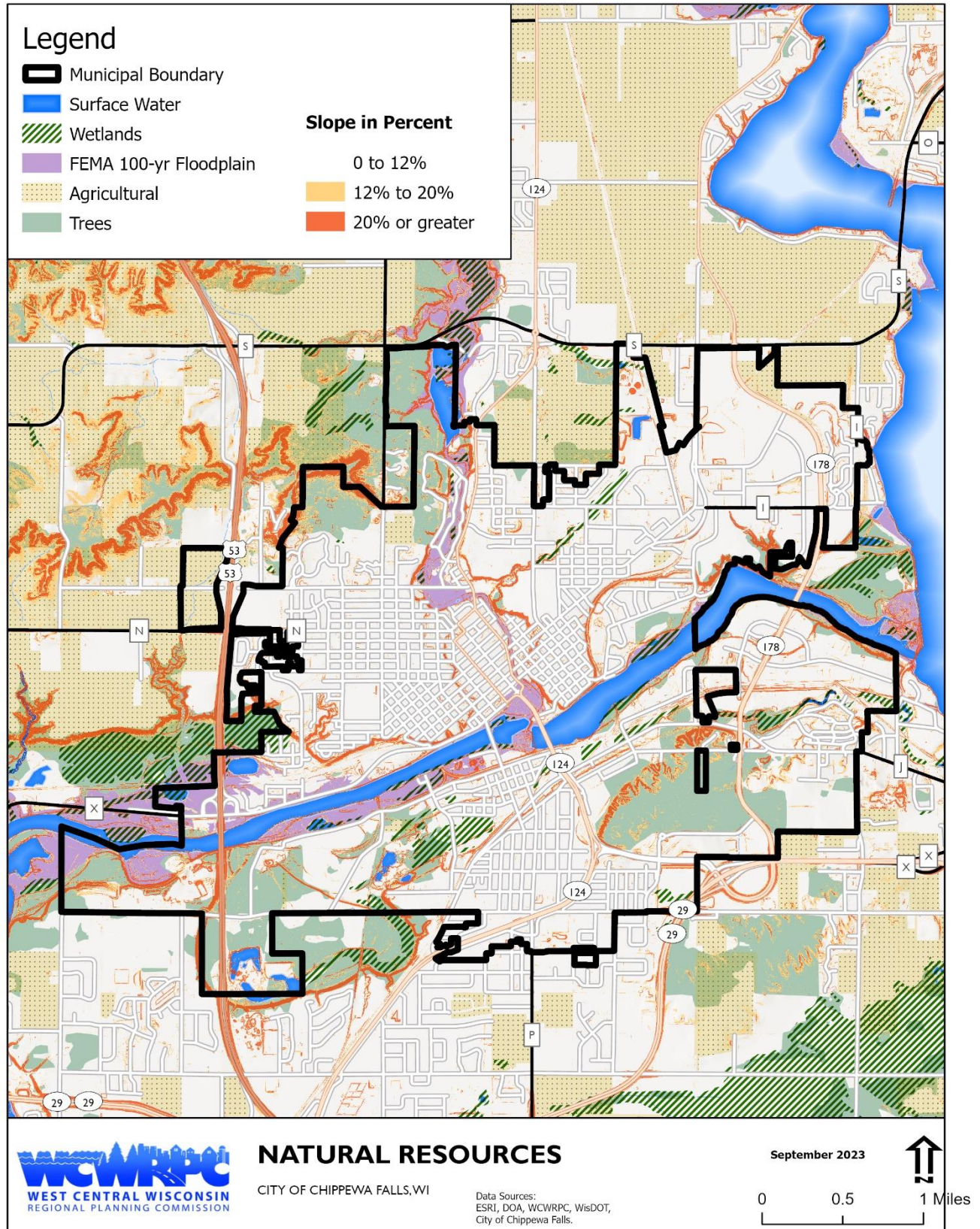
Natural resources play a significant role in day-to-day life, tourism, industry, and recreation. The area's natural resources contribute to a good quality of life, which is important for attracting and retaining workers. And since natural resources often cross administrative boundaries, intergovernmental cooperation is extremely important in related planning and conservation.

Recreational Resources

Parks and recreational facilities are human-created resources and are discussed in Section 5. While some natural resources are available for recreational use, especially for passive activities (e.g., walking, birdwatching), this section focuses on the ecological function and quality of the natural environment.

6. AG & NATURAL RESOURCES

Map 13. Chippewa Falls Agricultural & Natural Resources



6. AG & NATURAL RESOURCES

Geology¹⁰

Bedrock geology can have implications for construction and groundwater quality. With its river valleys, it is not surprising that Chippewa Falls has a mix of bedrock geology. The bedrock geology for much of the community and large parts of Chippewa County consists of lower Cambrian age sandstone of the Mt. Simon formation. Along portions of the Chippewa River and Duncan Creek, the sandstone has eroded away, exposing Early Proterozoic biotite granite. In the hilly area on the northwest portion of the City as well as farther west of the City, an additional Cambrian sandstone layer is present—the Eau Claire formation. Large areas of the City, including some areas near the Chippewa River and Duncan Creek, have a depth to bedrock of less than ten feet. Some areas on the north side of the City, north of Bridgewater Avenue and north of the Fairgrounds, have depths less than five feet. However, the Cambrian layers are often loosely compacted or poorly lithified, so can function more as sand than hard bedrock, so may not always pose development limitations in shallow areas.

Soils¹¹

Similar to geology, the City also has a mix of three generalized soil types (or associations):

- Southern portions of the community are dominated by the Menahga-Friendship soils. These deep, sandy soils appear on outwash plains and stream terraces. They can be excessively drained
- Billett-Rosholt-Oesterle soils dominate areas north of downtown and north of the Chippewa River on the east end of the City. The soils are deep and loamy, but can vary in both drainage and slope. While often suitable for construction and cropland, the Oesterle soils in particular are more poorly drained and may be less suitable.
- And on the City's far northwest side are areas of Seaton-Gale soils. These silty soils typically occur on uplands and are deep to moderately deep with good drainage. These soils more commonly have steep slopes compared to the previous two associations.

Topography

The Chippewa River and Duncan Creek have shaped the topography of Chippewa Falls, creating slopes and terraces that separate more gently rolling uplands and lowlands. **Map 13** shows those areas of the City with likely steep slopes. The WDNR considers any area of 12 percent or greater to be steep slopes. Soil erosion on slopes 12 percent to 20 percent is often manageable with good practices. The WDNR discourages development of slopes greater than 20 percent without more intensive or engineered best management practices and erosion controls. Since LiDAR remote sensing was used to identify the steep slopes, some of the slopes on Map 13 be manmade or engineered.

Metallic & Non-Metallic Mineral Resources

There are no active private mining or quarry sites within Chippewa Falls and the City is not aware of any registered deposits or unique mineral resources within the City limits. The City of Chippewa Falls does own approximately 145 acres on the City's southwest side for which a small portion is leased as a sand/gravel quarry; most of this property is a wellhead protection area for a municipal well.

The Chippewa County Land Conservation & Forest Management Department currently administers the Chippewa County Non-metallic Mining Reclamation Ordinance. Ordinance standards address reclamation, surface water and wetland protection, groundwater protection, topsoil management, grading and slopes, maintenance, and a

¹⁰ Bedrock geology information largely from: Brown, B.A. *Bedrock Geology of Wisconsin, West-Central Sheet*. 1988.

¹¹ Soils information largely from: U.S. Natural Resource Conservation Service. *Chippewa County Soil Survey*.

6. AG & NATURAL RESOURCES

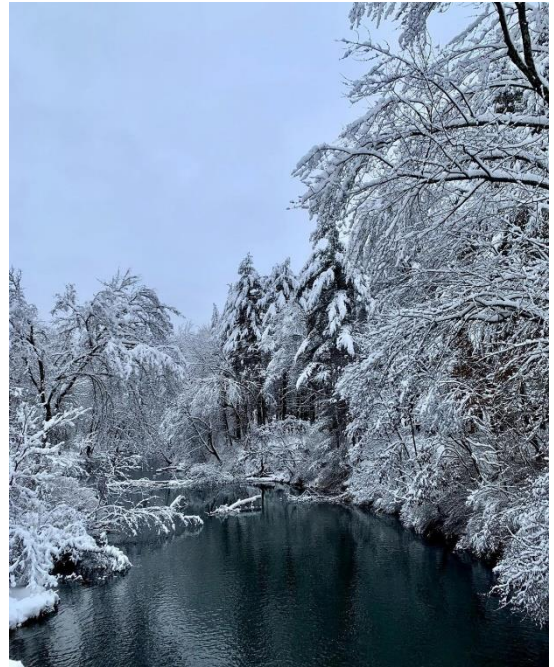
variety of other issues. Current and future mining or non-metallic mineral extraction operations must consult this ordinance for applicability.

Surface Waters and Watersheds

Duncan Creek and the Chippewa River, shown on **Map 13**, have shaped the community and are core to its identity. The City falls within the Lower Chippewa (HUC-8) Watershed, but multiple smaller watersheds do converge within the City. Multiple organizations are undertaking efforts to improve water quality within the Lower Chippewa basin through efforts such as controlling streambank erosion, protecting shorelands, and agricultural best practices.

The Chippewa River is one of the largest rivers in Wisconsin and in generally good condition. This stretch of the river was 303d listed as impaired in 2002 for fish consumption due to Mercury and PCBs; the Mercury advisory was removed in 2006 and WDNR has proposed to delist for the PCBs based on continued testing.

Duncan Creek, below Lake Como at Bloomer, is a warm-water fishery. The lower segment of Duncan Creek, including the portion within the Chippewa Falls, is an impaired water due to high phosphorus levels (i.e., excessive nutrients). A small dam on Duncan Creek creates the 39-acre Glen Loch Flowage, which is a popular recreational amenity within the community.



Shorelands and Wetlands

Shorelands are: (a) within 1,000 feet of the ordinary high water mark of navigable lakes, ponds or flowages; or (b) within 300 feet of the ordinary high water mark of navigable rivers or streams, or to the landward side of the floodplain, whichever distance is greater. Managing activities within shoreland or riparian areas have a very important function of protecting water quality, mitigating bank erosion, and providing important wildlife habitat. Wetlands have similar water quality and habitat protection functions.

Map 13 shows the WDNR-mapped wetlands within the community. Wetlands are areas that are inundated or saturated by surface or groundwater at a frequency and duration sufficient to support, and that under normal circumstances do support, a prevalence of vegetation typically adapted for life in saturated soil conditions. All wetlands are environmentally sensitive areas with State and Federal protections, regardless of size.

Floodplains & Flooding

Floodplains are land which has been or may be covered by flood water during a regional flood event having a 1-percent chance of being equaled or exceeded in any given year as defined by NR 116.03, Wisconsin Administrative Code. The 100-year floodplains are shown as the “A” or “AE” zones on the FEMA Flood Insurance Rate Maps (FIRMs), including any FEMA-approved map changes, revisions, amendments, including Conditional Letters of Map Revision or Amendment (e.g., CLOMR, CLOMA) until such time that an effective FIRM is revised or amended.

Map 13 shows the 100-year floodplains for Chippewa Falls. According to the 2020 *Chippewa County Natural Hazard Mitigation Plan*, in which the City participated:

6. AG & NATURAL RESOURCES

- The City of Chippewa Falls is a National Flood Insurance Program (NFIP) participant in good standing.
- The current FIRM for the City was adopted on October 19, 2023.
- While Chippewa Falls has a long history of severe flooding, the City has not experienced significant overbank/riverine flooding damage or impacts in recent years. Many older, floodprone buildings have been removed and the Riverfront Plan recommended additional removal. Riverfront Park floods occasionally during spring melt, but Park infrastructure and amenities were designed to mitigate potential damage.
- Through August 2020, there were 12 NFIP claims within Chippewa Falls, though less than \$25,000 was paid. Two repetitive loss properties are located in the Glen Loch area along Duncan Creek, but may not be located in the City.
- An estimated 26 properties had principal structures that may be located within the 100-year floodplain. Thirteen of these properties were residential, twelve commercial, and one industrial.
- A 2019 dam failure at Tilden Dam on Duncan Creek resulted in no significant damage within the City.
- Stormwater or overland flooding has been a more significant issue for the City in recent years. A problem area near The Manor has been addressed with a pumping system, but the area is a low spot; the City is continuing to pump as needed and will continue to monitor. Past flooding along Woodward Avenue was mitigated in 2019 through an overflow to the Gerald Street pond.
- Dam failure at Lake Wissota is a larger flood vulnerability for the City, but the probability is very low.
- The Mitigation Plan recommended continued flood warning and mitigation efforts within the City, including implementation of the *Downtown Riverfront Master Plan* and the maintenance of the wastewater treatment facility floodwall.

Groundwater and Wellhead Protection

Chippewa Falls residents, businesses, and services primarily rely on groundwater for drinking, industry, and daily life. Groundwater is a limited resource, and both its quality and quantity are important factors. These factors are primarily influenced by local geology and local land use. Precipitation percolates through the soil and bedrock where it eventually reaches a saturated zone known as an aquifer. It is from these aquifers that private wells are used to draw water. **Groundwater in Chippewa Falls is generally abundant and of good quality.** However, there could be groundwater supply challenges should one or more additional large water users be proposed.

Groundwater contamination is most likely to occur where fractured bedrock is near the ground surface, or where only a thin layer of soil separates the ground surface from the water table. There are some areas of the community where groundwater is less than 6 feet from the surface and, as mentioned previously, some other areas have predominantly sandy soils; such areas may be more susceptible to groundwater contamination from sources such as chemical spills, private septic systems, or excessive fertilizer/pesticide use.

The City has wellhead protection plans in place and enforces wellhead protection to protect its primary wellfields located in the northeastern part of the community.¹² The goal of wellhead protection is to prevent potential contaminants from reaching the wells that supply municipal water systems. This is accomplished by monitoring and controlling potential pollution sources within the land area that recharges those wells.

¹² For security purposes, maps of these wellfields are not included with this plan.

6. AG & NATURAL RESOURCES

Wellhead protection planning is administered by the WDNR as required by the U.S. Environmental Protection Agency (EPA) and the 1986 amendments to the Federal Safe Drinking Water Act. The general process of community-level wellhead protection planning includes:

1. Forming a planning committee.
2. Delineating the wellhead protection area.
3. Inventorying potential groundwater contamination sources.
4. Managing the wellhead protection area.

The City has adopted a wellhead protection overlay district as an addendum to its zoning ordinance to regulate and restrict land uses in order to protect the groundwater recharge areas for the municipal water supply. These rules are administered locally through the Chippewa Falls Groundwater Technical Review Committee and are supplemented through conditional use permitting when needed. While a business park is located over some of the wellhead protection area, those industries with significant hazardous materials have plans and training coordinated with Chippewa County Emergency Management. **Chapter 5: Utilities & Community Facilities** includes additional discussion on the municipal water supply.

Air Quality

The City of Chippewa Falls has no major air quality issues. Chippewa County is considered an attainment area that meets the National Ambient Air Quality Standards as defined in the Clean Air Act.

Forest and Urban Forestry

As of 2022, Chippewa Falls only had 19 acres assessed as Agricultural-Forest and no assessed Forest lands. As shown on **Map 13**, most of the forest within the City are on public lands, such as within its parks, as well as on public and private lands along the Chippewa River and Duncan Creek. Many of the streets and neighborhoods are wooded or tree-lined. Chippewa Falls has been recognized as a Tree City USA by the Arbor Day Foundation, with an urban forestry program and a tree care ordinance. The City has undertaken efforts to address related invasives, such as the Emerald Ash Borer. In addition, there have been selective timber harvests on utility-owned lands near the west wellfields and Erickson Park.



Threatened and Endangered Species

The U.S. Fish and Wildlife Service identifies the following federally-listed Endangered, Threatened, and Proposed species in Chippewa County:

- Gray Wolf – endangered
- Northern Long-Eared Bat – threatened
- Tricolored Bat – proposed endangered
- Karner Blue Butterfly – endangered
- Monarch Butterfly – candidate
- Higgins eye (pearlymussel) – endangered
- Sheepnose Mussel – endangered
- Spectaclecase (mussel) – endangered

6. AG & NATURAL RESOURCES

The Wisconsin Department of Natural Resources (WDNR) lists species as “endangered” when the continued existence of that species as a viable component of the state’s wild animals or wild plants is determined to be in jeopardy on the basis of scientific evidence. “Threatened” species are listed when it appears likely, based on scientific evidence, that the species may become endangered within the foreseeable future. The WDNR also lists species of “special concern” of which some problem of abundance or distribution is suspected but not yet proved; the intent of this classification is to focus attention on certain species before becoming endangered or threatened. The following are WDNR-identified endangered or threatened species in the Chippewa Falls area:

- Yellow Rail (bird)
- Dwarf Milkweed (plant)
- Loggerhead Shrike (bird)
- Purple Wartyback (mussel)
- Regal Fritillary (butterfly)
- Spectaclecase (mussel)

The WDNR carefully monitors the level of detail provided regarding the locations of threatened and endangered species. Identifying specific locations of species in the City that are threatened or endangered is currently not provided by the WDNR and some sensitive species or locations may not be publicly shared.

During the planning process, community members also discussed the presence of Lake Sturgeon in the Chippewa River, which is a WDNR species of concern. Protecting or allowing for Bald Eagle and Osprey nesting along surface waters was also mentioned.

Wildlife Habitat and State Natural Areas

Wildlife habitat can simply be defined as the presence of enough food, cover, and water to sustain a species. There are no State Natural Areas located within the City of Chippewa Falls. The Chippewa Falls landscape and its surface waters provide habitat for a variety of plants, birds, mammals, amphibians, reptiles and fish. The following community parks are managed primarily as natural areas with some passive, non-motorized recreational use:

- Kalk-Fatu Woodland Park (55 acres)
- Goldsmith Wildlife Refuge (2.6 acres)
- Hurd Park (2.4 acres)
- Industrial Park Conservancy Area (20 acres)

Environmental Corridors

An environmental corridor is a linear, continuous feature on the landscape, existing or restored, that is maintained with one or more of the following purposes: (1) provide for high quality wildlife habitat and/or the movement of wildlife; (2) provide greenspace and open space; and (3) protect water quality, sensitive lands, and other areas that require protection from disturbances and development. Such corridors may also serve as recreational links, such as through non-motorized trail systems.

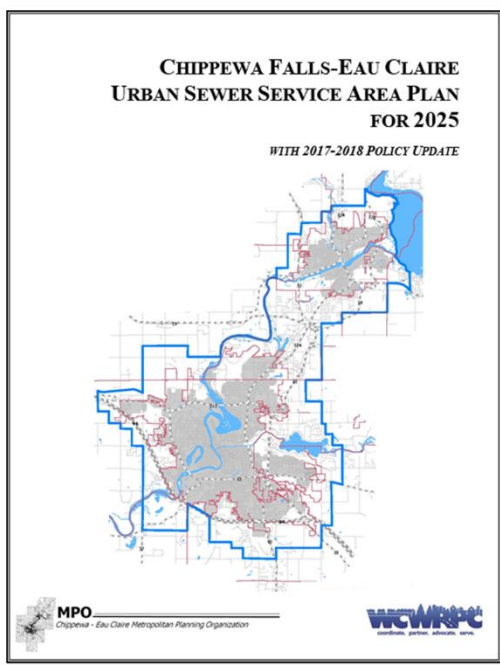
Chippewa Falls has two connected areas of open space, though neither are currently being managed as environmental corridors or for wildlife habitat as a primary goal:



6. AG & NATURAL RESOURCES

1. The **Chippewa River Corridor** extends from the Xcel/NSP dam to the Lake Wissota dam along the north side of the Chippewa River with two sections of paved trail. While this is open space, it is managed more for recreational trail connectivity, rather than for conservation purposes.
2. The **Duncan Creek Floodplain** is a natural linear recreational corridor that is privately owned in many areas. Some of the public land is used for shoreline fishing and creek access. Buckthorn, an invasive species, is a problem in some areas.

Intergovernmental coordination is extremely important in dealing with natural resources. Natural resources cross administrative boundaries and connecting environmental corridors between communities can have very positive ecological benefits. In addition, changes to a natural resource in one location, such as stormwater runoff, groundwater pollution, or air quality, can have a range of impacts in nearby communities.



Sewer Service Area Planning & Environmentally Sensitive Areas

As part of the urban area, the City falls under the *Chippewa Falls-Eau Claire Urban Sewer Service Area Plan* (SSA Plan), which was last fully updated in 2006-2007. The SSA Plan is a water quality plan driven by Section 208 of the Federal Clean Water Act and NR 110 & NR 121 of the Wisconsin Administrative Code. The SSA Plan is used by local, State, & Federal agencies when considering municipal wastewater facility plans, permitting for sewer extensions (208 reviews), and certain, related grant applications. As a water quality plan, the SSA Plan emphasizes the protection of certain environmentally sensitive areas (ESAs) that are carefully defined within the plan:

- Surface waters and shorelands
- 100-year floodplains and wetlands
- 20+% steep slopes, especially near surface waters

To help protect water quality (& these ESAs), intensive land disturbances for sewer extensions and areas to be served by an extension should not occur until conformance with the SSA Plan

has been determined by WDNR or the SSA Plan is amended.

Municipal sanitary sewer cannot be extended to an area unless it is located within the SSA boundary identified in the SSA Plan. The SSA boundary is the area presently served and anticipated (or likely) to be served by municipal sanitary sewer by the end of the SSA Plan's 20-year planning horizon. The current SSA boundary delineates areas with a potential for future sewered development by 2025, but does not determine or guarantee that these lands will be developed, sewered, or annexed. The current boundary is nearly 18 years old and a much needed update to the existing SSA Plan is scheduled to begin in late 2023 or 2024.

While WDNR has ultimate decision-making authority over the SSA Plan, the plan is locally administered by West Central Wisconsin Regional Planning Commission (WCWRPC) with the Metropolitan Planning Organization Policy Council serving as a water quality advisory committee to the WDNR. The City of Chippewa Falls has the responsibility to review proposed development projects for SSA Plan conformance, especially in instances where a sewer extension (and conformance letter) is not required.

6. AG & NATURAL RESOURCES

6.3 Community Perspective

Community Survey

As shown in **Appendix E**, the 2023 comprehensive plan community survey reflected strong support for the conservation of natural resources. Strong majorities of resident respondents (over 65%) felt the following were important or very important 10-year priorities for Chippewa Falls:

- Additional efforts to protect groundwater quality and surface water quality.
- Preserving open space and pollinator habitat.
- Additional efforts to reduce stormwater runoff and flooding.



There were additional potential priorities (e.g., natural lawns, community gardening, dark sky initiatives) that had less support, but over 30% of respondents were neutral about. Perhaps the most telling is the relatively low number of respondents who disagreed with any of the potential conservation priorities. It was notable that resident respondents under age 35 tended to identify many of the priorities as slightly less important than the overall responses, except for becoming a more environmentally sustainable community, which they prioritized as slightly more important. Appendix E includes additional write-in comments on these potential priorities reflecting a diversity of opinions.

Other Community Comments

Overall, there were very few agricultural or natural resource-related issues or opportunities discussed during the planning process.

- The Plan Steering Committee recognized that the natural resources, natural beauty, green space, and outdoor recreation opportunities within the City and the greater area are important quality of life assets for retaining and attracting workforce and tourism.
- The City's relationship with Duncan Creek and the Chippewa River was discussed by multiple focus groups, not only to protect these resources, but to enhance or build-upon the opportunities they provide to the community.
- PFAs as a source of water contamination are gaining greater attention nationally.
- **Chapter 5. Utilities & Community Facilities** will discuss stormwater management, municipal water supplies, and outdoor recreation/parks.
- Open space, wellhead protection, and the consideration of environmentally sensitive areas were also discussed as part of land use planning conversations and are incorporated into **Chapter 11**.
- The Energy & Sustainability Focus Group, discussed in **Chapter 12**, addressed issues related to sustainability and energy conservation, but did not include broader natural resources or agricultural issues.

6. AG & NATURAL RESOURCES

6.4 Agricultural & Natural Resources Goals, Objectives, and Policies

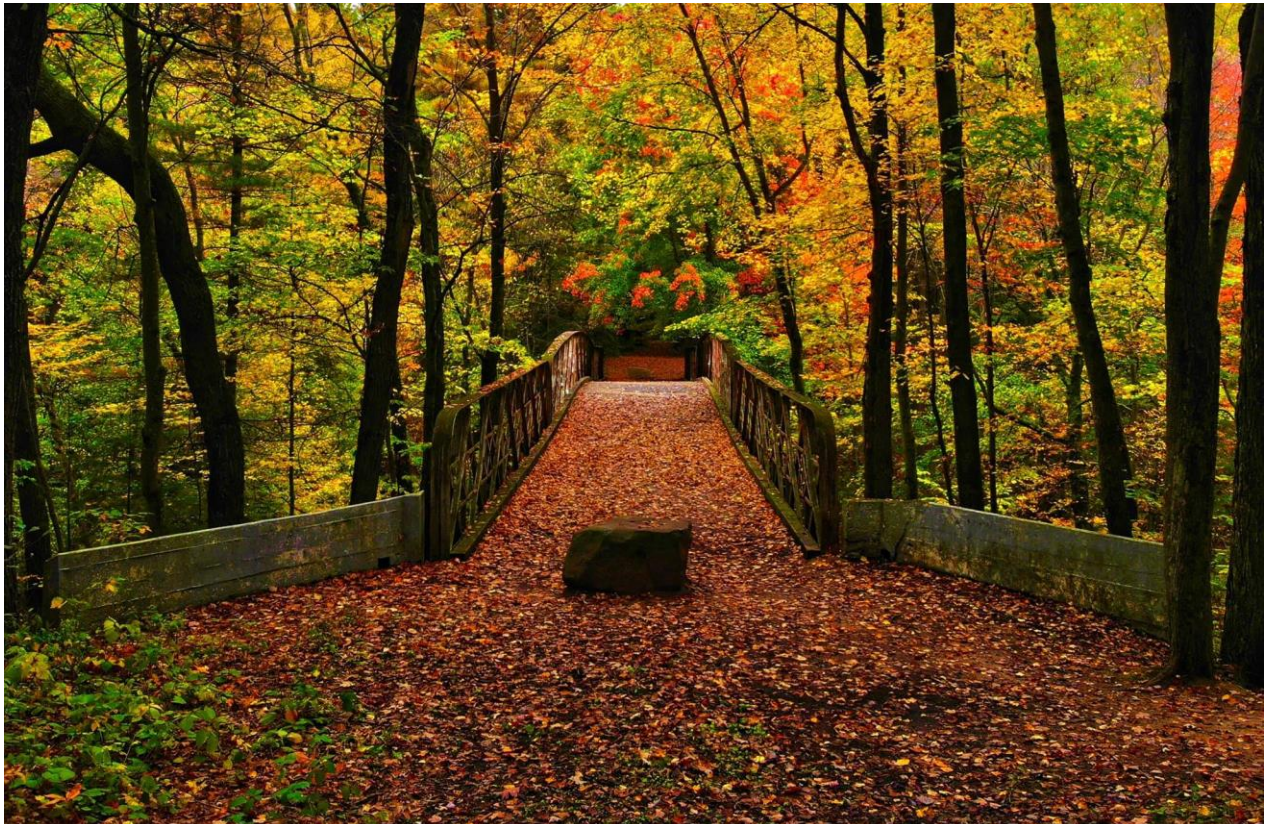
AGRICULTURAL & NATURAL RESOURCES GOALS

Through proper stewardship of the environment, Chippewa Falls has clean water and air, green spaces, and natural habitats that enhance quality-of-life, promote economic development, provide outdoor recreation opportunities, and conserves valued resources.

The City will develop in a manner that minimizes land use conflicts between agricultural and other land uses, while encouraging urban food production and access to local foods.

Objectives:

1. Locally produced food, including food grown in the City, is abundant throughout the community and is served throughout the City (schools, hospitals, etc.).
2. Community-focused and personal food growing opportunities are available throughout the City.
3. Groundwater, surface water and air quality within the City will exceed EPA standards.
4. There is no negative impact on the Chippewa River and all other waterways in the community by meeting and exceeding state and federal standards.
5. Adequately sized open spaces and recreational areas that are maintained and enhanced are located throughout the City.
6. Natural resources are utilized in ways that are sustainable and in harmony with other land uses in the City and surrounding area.



6. AG & NATURAL RESOURCES

Policies (ongoing decision-making guidance):

1. All Chippewa Falls residents have the right to the same environmental protections and benefits as well as meaningful involvement in the policies that shape their neighborhoods and the community.
2. The City should evaluate proposed new development or expansions for potential impacts to groundwater and environmentally sensitive areas. The City may deny new development or expansions if potential natural resource impacts will not be prevented or mitigated.
3. Proposed development and outdoor recreation activities should consider and not compromise threatened/endangered species or degrade unique sensitive natural habitat.
4. Reassess and promote the City's urban forestry program. Be proactive in addressing invasive species that threaten the urban forest and wildlife habitat within the City.
5. Continue to coordinate with the Chippewa County Master Gardeners Association and Master Gardeners within the community for the beautification of public spaces and to support additional, native pollinator habitat. (Ongoing)
6. The City will continue to participate in the National Flood Insurance Program and regularly review the City's floodplain zoning ordinance for consistency with the latest WDNR model ordinance.
7. Implement those policies and strategies found in other comprehensive plan elements that support or intersect with the agricultural and natural resources goals and objectives. such as maintaining the municipal water wastewater systems (Utilities & Community Facilities), supporting outdoor recreation improvements (Utilities & Community Facilities), recommended energy and sustainability strategies (Energy & Sustainability), minimizing land use conflicts (Land Use), encouraging open space as part of new residential development (Land Use), and ensuring that new development is planned in a manner that prevents or mitigates impacts to environmentally sensitive areas (Land Use).

Strategies (recommended actions):

City

1. Continue to implement wellhead protection in the City for the municipal wellfields. (Ongoing)
2. Develop an environmental corridor strategy to explore opportunities to enhance shorelands along the Chippewa River and Duncan Creek as greenspace, wildlife habitat, stormwater/erosion buffers, and possible multi-use paths. (Short-range)
3. Participate in the update and implementation of the Chippewa Falls-Eau Claire Urban Area Sewer Service Area Plan. Encourage consistency between the SSA Plan and the City's plans and policies, including environmentally sensitive area definitions. Advocate for regular reviews and updates of this plan in the future to reflect growth trends and infrastructure capacity. (Short-range & On-going)
4. Consider the adoption of a dark skies/lighting ordinance. Or, as an alternative, evaluate existing regulations to integrate lighting standards that control light pollution while increasing energy efficiency. (Short-range)
5. Explore the creation and adoption of low-impact development (LID) standards to encourage and incentivize systems and practices that use or mimic natural processes to manage stormwater runoff, such as rain gardens, bioswales, and pervious pavement. (Medium-range)
6. Identify a new debris site and seek WDNR approval should the site be used for non-woody debris. (Medium-range)

6. AG & NATURAL RESOURCES

7. Evaluate City-owned properties for opportunities to control stormwater, reduce runoff, and prevent erosion. Lead by example by considering the implementation of model best practices on public property, such as a rain garden, and highlighting other such practices in the community. (Medium-range)

City in Partnership

1. The City of Chippewa Falls will continue to participate in Rain to Rivers of Western Wisconsin for stormwater and runoff-related educational outreach in the community, including efforts to limit the use of pesticides, fertilizers, and other chemicals. (Ongoing)
2. Continue to promote the downtown farmers' market. Evaluate alternative market locations downtown or near downtown. Explore opportunities to improve pedestrian and bike connectivity from the market, regardless of its location, to the rest of the downtown. (Ongoing; Short-range)
2. Assess resident demand for additional community garden opportunities throughout the City and develop additional community gardens if demand warrants. (Short-range)
3. Educate on and promote urban pollinator habitat and small pollinator gardens. (Short-range)
4. Explore becoming a Bird City Wisconsin community. (Medium-range)
5. Encourage landowners in or near areas that have experienced flooding in the past to consider purchasing flood insurance. Should many landowners express interest, the City may consider participation in the FEMA-administered Community Rating System for discounted flood insurance premium rates. With landowner consent, consider flood mitigation efforts for properties impacted by past flooding. (Medium-range)



from: <https://www.pollinator.org/>

Non-City

1. Increase local food served in institutions by working with local farmers, school district, and others.

6.5 Agricultural & Natural Resources Plans and Programs

Generally, given that the preservation of farmland or traditional agricultural practices is not a primary goal for lands within the City of Chippewa Falls, there are few agriculture-specific plans or programs applicable to the previous goals and objectives. **Appendix D** includes some of the more commonly used State programs related to this element.

There are a number of plans, programs, and partners available for the conservation and promotion of the effective management of the City's natural resources that are particularly relevant to the previous policies and strategies, including the following:

6. AG & NATURAL RESOURCES

- Wisconsin Department of Natural Resources' (WDNR) Bureau of Heritage Conservation has data and resources available to assist with the conservation of rare plants, animals, and habitats.
- The City of Chippewa Falls has an urban forestry program and has participated in the TreeCity USA program in the past. WDNR has resources, tools, and grant information to support urban forestry initiatives.
- WDNR and the Lower Chippewa Invasives Partnership are available to assist with monitoring and addressing invasive species.
- Similar to TreeCity USA, Bird City Wisconsin is a non-profit collaborative promoting bird-conservation practices and offering public recognition of participating communities.
- Chippewa Falls is a participant in good standing with the National Flood Insurance Program offered by FEMA. WDNR provides technical assistance if needed, including model floodplain ordinances. FEMA also administers the Community Rating System whereby a community may be eligible for lower insurance premiums if certain floodplain management and outreach activities are undertaken.
- As previously mentioned, Chippewa Falls has adopted and enforces wellhead protection as required by State rules.
- WDNR is responsible for sewer service area (SSA) planning in the urban area. Locally, SSA planning and plan administration has been carried out by West Central Wisconsin Regional Planning Commission in collaboration with area communities. The Metropolitan Planning Organization has served as the water quality advisory council to WDNR on SSA planning matters.
- Various resources can be found online with information on dark skies ordinances, such as the DarkSky organization's website. Similarly, there are resources online regarding low-impact development practices and ordinances.
- Chippewa Falls is an active member of Rain to Rivers of Western Wisconsin, which provides educational and outreach support on stormwater and runoff practices.
- University of Wisconsin-Madison Extension has a Community Development Educator, 4-H Educator, FoodWise staff, and agricultural educators available to assist with achieving the previous goals and objectives. Extension staff have provided support for the enhancement of community food systems, community gardening, and the Chippewa County Master Gardener Association. Extension also has a regional Natural Resources Educator staff person.
- Chippewa County Land Conservation & Forest Management Department and the County Environmental Services are additional partners than can provide support to the City.

Addressing the natural resources goals and objectives will often require grassroots leadership and support. As such, no program or resource list is comprehensive. Additional community and regional advocacy groups exist with their own plans, resources, and potentially "boots-on-the-ground." Such groups range from area school groups to clubs to environmental groups such as the Chippewa Valley Chapter of the Sierra Club.





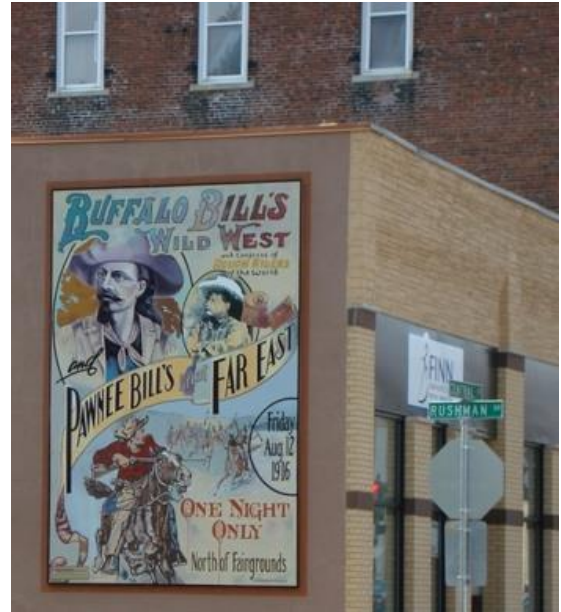
7. HISTORICAL & CULTURAL RESOURCES

7. HISTORICAL & CULTURAL RESOURCES

7. Historical & Cultural Resources

In many plans, historical and cultural resources are combined in the same element with agricultural and natural resources, relegating the topic to a lesser priority. In addition, the discussion of history and culture is typically given less significance since it is perceived as not being as concrete as elements like housing and transportation.

To ensure that they have equal representation and to reflect its importance to the community, the Historical and Cultural Resources Element is an individual chapter of this plan. This element is important in that it nurtures a sense-of-place, provides an important context for planning, and fosters civic pride, all of which are vital to creating a vibrant and prosperous community.



7.1 Historical Resources

When the first French explorers and European fur traders arrived in the Chippewa Valley in the late 1600s, the Chippewa Falls area was inhabited by the Ojibwe tribe, who are the namesake for the Chippewa Valley, River, and City itself. Chippewa Falls became a summer place between Indians from Northern Wisconsin and fur traders during the 1700s and a fur trading post was established in 1797. The first settlers (De Marie family) arrived in Chippewa Falls in 1833 soon followed by the first dam and sawmill built by Jean Brunet.

With logging and trade, Chippewa Falls quickly grew and was identified as the county seat when Chippewa County was formed in 1853. Chippewa Falls was organized in 1855, platted in 1856, and formally incorporated and given City designation in 1869. Later in this section are additional historical characteristics unique to Chippewa Falls identified by the History & Culture Focus Group, including fishing, brewing, the historic downtown, Irvine Park, and the Northern Wisconsin State Fairgrounds. The City can also boast its long-standing tradition of internationally recognized manufacturing, starting with the world's largest sawmill in the late 1800s to shoes, fire trucks, and supercomputers.

Chippewa Falls has many sites of historical value and interest. As shown in **Table 7** on the following page, the City has nine (9) individual sites listed on the State and National Registers of Historic Places, including two historic districts: the West Hill Residential Historic District and the Bridge Street Commercial Historic District. In total, the City has 220 properties listed on the National Register. Additionally, the Wisconsin Architecture and History Inventory lists 1,147 places and objects within the City. This is an increase from 1,110 resources as of the 2012 Comprehensive Plan.

Of the 220 properties on the National Register of Historic Places, ten (10) have actively pursued the completion of historic tax credit projects to help finance over \$400,000 in total eligible improvements. Four of the ten projects were for a single historic home. An additional five (5) locations started, but never completed their projects. Eight (8) of the completed projects occurred between 2018-2023, suggesting increased interest and usage of the program in recent years.

7. HISTORICAL & CULTURAL RESOURCES

Table 7. Registered Historical Places in Chippewa Falls

Name	Address	Type
Chippewa Shoe Manufacturing Co.	28 W. River St.	Building
Bridge Street Commercial Historic District	Bridge St., from Columbia St. to Spring St.	District, including 33 buildings in downtown Chippewa Falls
Hotel Chippewa	16-18 N. Bay St.	Building
West Hill Residential Historic District	Boundary: Coleman St. (N), Superior St. (NE), Central St. (SE), Governor St. (SW), Dover St. (NW)	District, including 139 buildings, primarily single- and multi-family dwellings built between 1870-1958
McDonell High School	3 S. High St.	Building
Notre Dame Church & Goldsmith Memorial Chapel	117 Allen St.	Building
Cook-Rutledge House	505 W. Grand Ave.	Building
Marsh Rainbow Arch Bridge	Spring St.	Bridge
Sheeley House	236 W. River St.	Building

7.2 Cultural Resources

The culture of Chippewa Falls is grounded in its past and a strong sense of community pride. Different cultural resources are located throughout the City. They include museums, festivals, theatres, and historical buildings. Specifically, Chippewa Falls is known for its downtown architecture, murals, sense-of-place, festivals, and visitor destinations.

A few cultural resources identified during the planning process were:

- Jacob Leinenkugel Brewery
- Irvine Park & Zoo
- Riverfront Park
- Olson's Ice Cream
- Northern Wisconsin State Fairgrounds
- Chippewa Falls Museum of Industry & Technology
- Chippewa Area History Center
- Heyde Center for the Arts
- Downtown Chippewa Falls
- Chippewa River & Duncan Creek
- Cook-Rutledge Mansion
- Harmony Park

Notable festivals and events include:

- The Past Passed Here
- Pure Water Days & Riverfest
- SpringFest
- Oktoberfest
- School events
- Heyde Center events
- Northern Wisconsin State Fair & Hosted Events

The above lists are not intended to be comprehensive, but do show that Chippewa Falls has many cultural resources, which contribute to its sense-of-place, quality-of-life, and economy.

The History & Cultural Focus Group viewed the City's growing ethnic and racial diversity as a cultural resource and community strength that should be welcomed, shared, and celebrated. Even though the overall population of the City is still predominantly White, Chippewa Falls is becoming more racially diverse; about 10% of City residents are no longer "White alone" in race with 5.4% indicating that they are

7. HISTORICAL & CULTURAL RESOURCES

descended from two or more races. The City is also ethnically diverse, being settled by a variety of different European ancestries (e.g., French, German, Norwegian). More recently, the number of area residents who are of the Plain community (Mennonite & Amish) and Hispanic ancestry (any race) have also been increasing.

A major, broad goal in creating a healthy, working community is eliminating social exclusion and supporting disadvantaged populations. This exclusion often happens with lower economic groups and can be intensified if these groups are minority and/or are immigrant groups that do not speak English and/or are unfamiliar with societal functions. It is anticipated that the City will continue to experience an increase in its ethnic and socio-economic diversity.

7.3 Community Perspective

Community Survey

The 2023 comprehensive plan community survey further validated that Chippewa Falls residents take great pride in their City and value historic preservation. Of those City respondents who responded to the survey:

- 93% agreed or strongly agreed that Chippewa Falls is a great place to live.
- 84% agreed or strongly agreed that Downtown Chippewa Falls is inviting and vibrant.
- 87% agreed or strongly agreed that they were familiar with the many things to do in Chippewa Falls.
- 84% agreed or strongly agreed that preserving and celebrating our community's history is important to our quality of life. There was slightly less agreement (77%) on this point among residents less than age 35.

A number of write-in comments suggested that it is important to approach history and culture with caution and sensitivity, which are paraphrased below:

- "Respecting history but not continuing mistakes of past". This commenter would also like to see renovation or replacement of aging, underutilized commercial buildings.
- "Change is inevitable" in today's work and that "history is important as long as it's not biased."
- "History is important, but the indigenous caricature on first responders uniforms shows that it's not a very inviting place."
- "There is limited entertainment and cultural appeal/engagement with young adults"
- "While history is an important factor, all factors should be balanced."

History & Culture Focus Group

Historical and culture resources was one of the focus groups conducted in Spring 2023 during the comprehensive plan update. During their meeting, the group discussed updated socio-economic data, community survey results, and portions of the 2012 Comprehensive Plan. The group also participated in a number of exercises, which are summarized below. The order of these lists is not intended to provide a ranking or priority to any one item over the others.

7. HISTORICAL & CULTURAL RESOURCES

Why is it important to preserve and share the history and culture of Chippewa Falls?

- To move forward, must know and consider the past
- A lot to learn from history
- Fosters pride and ownership in community
- Pioneers and progress provide guidance and inspiration for the future
- Shows how we got here and the required sacrifices
- Preserve for future generations
- History is fun
- Part of what the community can offer to attract workers; its why many residents move here
- Fosters a sense of community and community involvement; brings people together and gets them talking
- Honors and recognizes the past and people
- Creates community character
- Builds community – care about those less fortunate

What is unique about the City history or culture? How is it part of the community's identity?

- | | |
|--------------------------------------------------------------------------------------|------------------------------|
| • Native American & Ojibwa | • Irvine Park |
| • Traditions | • Our home town |
| • Beer/Leinenkugel's | • Generosity in past and now |
| • Historic downtown | • Community togetherness |
| • Fur trade and lumber | |
| • River & natural landscape; fishing & sturgeon | |
| • Northern Wisconsin State Fairgrounds | |
| • Worldwide impacts (e.g., sawmill, earthen dam, fire trucks, Cray); do folks know? | |
| • More than just monuments to past, but tells a story that fosters community & pride | |
| • Progressive & forward thinking to future; growing and keeping industry | |
| • Generational families & businesses; people & enterprises that stayed | |
| • Support for local businesses and each other; a giving culture | |

Issues & Opportunities

General

- Bridge to younger and new folks; as population increases, how to keep and foster community identity; how to engage and get/keep them engaged to become "Super Townies"
- Struggling to get new volunteers and new visitors to cultural sites
- Increasing competition for visitors from other events
- Since COVID, folks working at home and spending less; event attendance down & more competition for things to do
- Chippewa Falls has a historic downtown and many nice, older homes
- City has fantastic venues, events, and destinations
- Fairgrounds has been adapting well and expanding its market
- New development can lack community or central core. Balance affordable housing with sense of place/community; don't just build cheap housing...build neighborhoods

7. HISTORICAL & CULTURAL RESOURCES

- Tourism and events are a growing part of our economy and quality of life.
- Museums in City not struggling; change from last plan
- City as partner, but some of this may have to happen more organically

Resources and coordination between organizations

- Many groups don't work well together at times unless there is a critical problem or need
- Coordination and working together among many groups; communication can be a barrier; share and leverage resources; co-marketing and a central "place" to go for coordination. Bring together to discuss efficiency and effectiveness to maximize resources. The Seniors Focus Group identified a similar community need.
- Events struggling to get new volunteers and attendees
- Promote collaboration and volunteerism opportunities online
- People are not aware of all the great things being done, needs, and volunteer opportunities; need to "blow our own horn"
- While fundraising for capital projects has been strong, funding for operational expenses is a greater challenge



This focus group also discussed Downtown Chippewa Falls at length and its importance to the history and culture of Chippewa Falls. Some key points from this discussion are included in the Downtown element of this plan. In particular, the Wisconsin Farmer's Union's "Market on River" adaptive reuse of the historic, former Chippewa Valley Mercantile building was identified as an example of unifying the community's historic preservation and downtown revitalization goals.

7.4 Historical & Cultural Resources Goal, Objectives, Policies, and Strategies

HISTORICAL & CULTURAL RESOURCES GOAL

Chippewa Falls is home to numerous, unique historical and cultural resources that are to be preserved, shared, and celebrated as a vital part of the vibrancy, allure, character and community pride of the City and surrounding area.

Objectives:

1. The City will continue to be a destination due to its abundant historical resources and cultural events for residents and tourists.
2. Downtown Chippewa Falls and neighborhoods throughout the City will be vibrant with a strong sense of place that brings people together.
3. Historic structures and sites are maintained and restored, when feasible, with a well-defined preservation process that is in balance with other community goals and objectives, while telling the community's story.

7. HISTORICAL & CULTURAL RESOURCES

4. Chippewa Falls is a welcoming community that values cultural diversity and engages the entire community.
5. Continue to take advantage of and enhance the community's connections to the rivers, especially from downtown.

Policies (ongoing decision-making guidance):

1. Community historical groups and arts organizations, such as those identified in Section 7.5, will continue to be the primary lead advocated for historical preservation and cultural events in the City of Chippewa Falls. While the City government generally values and supports these efforts, its role will often be limited.
2. Downtown and new neighborhood development/redevelopment should be designed in a manner that is welcoming, fosters a sense-of-place, and includes public spaces that promote social interaction. Balance such placemaking with the housing affordability goals and objectives of Section 3.3.
3. Continue (flower baskets and flags) and incorporate more (art and sculptures) downtown amenities.
4. Public spaces should be available and accessible to the entire community. During City decision-making and program administration, public participation is welcomed to help identify potential impacts to disadvantaged and minority populations so that Chippewa Falls continues to be an equitable and inclusive community.
5. Schools have a key role in welcoming new families, integrating new populations, celebrating diversity, and fostering the bridge to youth and should be invited to participate in related planning and outreach activities.



Strategies (recommended actions):

City

1. Engage in a community discussion regarding the use of American Indian-themed imagery in public art and on public logos, badges, etc. (Short-range)
2. Re-evaluated the purpose and effectiveness of the City's Historic Preservation Code. (Medium-range).

City in Partnership

1. The Chamber of Commerce, Main Street program, and City should engage other community partners, businesses, and community members to create of a cohesive, distinctive community brand that clearly tells Chippewa Falls story and reflects our unique culture and desired image. (Medium-range)
 - a. Define a vision and brand for downtown and what it wants to be as a tourist destination. The downtown brand may be different from, but complementary to, the City's overall community "umbrella" brand message.

7. HISTORICAL & CULTURAL RESOURCES

- b. As part of the brand development, create a marketing strategy that reflects how the brand image and message will be integrated into the community visually, verbally, physically (place changes), and behaviorally.
- c. Once the community brand is created:
 - conduct placemaking activities to “placemake the brand” at key public locations.
 - explore ways to integrate the brand into marketing materials, wayfinding, public art, etc.
 - revisit any City design guidelines to explore ways in which the brand can be further expressed.
 - Identify how the brand message will be shared with residents and businesses
 - Encourage adoption of the brand by community organizations and businesses
 - Identify ways in which visitors will “leave with something Chippewa Falls”
2. Identify key redevelopment and infill opportunities, then collaborate with landowners and local realtors to market housing development opportunities within the City. Strive to have such sites “shovel ready” for investment. Such marketing could be expanded to include available downtown upper-floor housing rental units as well as areas of the City in which housing growth is desired. (Medium-range)
3. Related to and preceding City strategy #3, create a Historic Preservation Plan for the City of Chippewa Falls. (Long-range)

Non-City

1. Community partners and organizations dependent on volunteers are encouraged to form a working group to strengthen volunteer coordination. Consider action on those volunteer recommendations at the end of this Plan’s Implementation section. (Short-range)
2. Continue to collaborate with the Chamber to welcome and engage new businesses and provide community tours for the recruitment of workers. (Ongoing)
3. Encourage the creation of a “business of the month” program to recognize businesses that give back to the community. (Short-range)
4. Encourage the Chippewa Falls Area Senior Center, area schools, and youth organizations to collaborate to identify intergenerational programming opportunities. (Medium-range)
5. Re-explore the potential operation of a historic trolley that can provide limited, seasonal service downtown and to key community destinations (Long-range)

7. HISTORICAL & CULTURAL RESOURCES

WHAT IS PLACEMAKING?

Placemaking is turning a neighborhood, downtown, or community from a place you can't wait to get through to one you never want to leave. Placemaking capitalizes on local assets, inspirations, and potential (as defined by those who live, work, and play in a particular place) to create and manage good public spaces. The result is a common vision and strategy, beginning with small-scale doable improvements that can immediately bring benefits to public spaces and the people who use them.

Placemaking is about improving the quality of life of residents. People choose to live in, shop in, and invest in places that offer attractive amenities, social and business networks, and opportunities for a vibrant, thriving lifestyle.

FOUR KEY ATTRIBUTES OF A SUCCESSFUL PLACE

The Project for Public Spaces (PPS) has identified four key attributes that successful places have in common:

1. **Access & Linkages** – They are accessible and have connections to other places.
2. **Uses & Activities** – People use the space and are engaged in activities there.
3. **Comfort & Image** – The space is comfortable and has a good image.
4. **Sociability** – It is a sociable place – one where people meet each other and take people when they come to visit.

PPS provided West Central Wisconsin Regional Planning Commission the following Place Diagram as a tool to help evaluate any place by using the four key attributes of a successful place. Visit www.pps.org for more information.



7. HISTORICAL & CULTURAL RESOURCES

7.5 Historical & Cultural Resources Plans and Programs

Appendix D includes some general National and State programs available to assist with achieving the previous goal and objectives. In addition, the following are key local resources:

Chippewa Falls Museum of Industry & Technology (CFMIT)

Located in downtown Chippewa Falls, this museum records, preserves, and shares the history of important, unique and groundbreaking innovations in industry and technology that were developed in the Chippewa Valley. CFMIT was incorporated in May 1990 and opened to the public in May 1998.

Chippewa Area History Center

The History Center moved into a brand new museum near the south entrance of Irvine Park. The History Center is home to the **Chippewa County Historical Society** and the **Chippewa County Genealogical Society**. Together, these organizations work together to preserve and share the area's history through the museum, newsletters, social media, maintaining historical markers, Yellowstone Trail signage, educational programming, and The Past Passed Here annual event.



Heyde Center for the Arts & The Chippewa Valley Cultural Association, Inc. (CVCA)

The mission of CVCA, which operates the Heyde Center, is to be a catalyst for artistic expression and education to enrich the Chippewa Valley Beyond. The Heyde Center is located in the historic, former McDonell Memorial High School building following extensive renovations. A variety of artistic and community events are held at the Center and rental space is available for 240 people banquet style and 400 people theater style.

Other Groups and Organizations

While not having a primary mission to preserve or enhance historical and cultural resources, there are many additional community groups that play an important role in achieving the goal and objectives of this element. Some other example partners include:

- Chamber of Commerce
- Main Street Program and Business Improvement District
- Schools and Churches
- City of Chippewa Falls
- Northern Wisconsin State Fairgrounds
- Area businesses, especially those that are a visitor destination
- County Economic Development Corporation



CVTC Chippewa Falls Campus

1

8. ECONOMIC DEVELOPMENT

8. Economic Development

This plan section focuses on the local economy and economic development in Chippewa Falls overall. A separate though related plan section focuses on the downtown, given the unique characteristics, challenges, and role that downtown Chippewa Falls contributes to the community; issues, programs, and strategies specific to the downtown can be found in **Chapter 9**.

A city's economic development plan should reflect the values of the community and must be carefully linked to the goals, objectives, and strategies of the other plan elements. Through planning, a city can anticipate economic change and guide development to the best of its abilities to achieve its economic vision and objectives.

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

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

8.1 Economic Conditions, Strengths, and Weaknesses

Economic Conditions

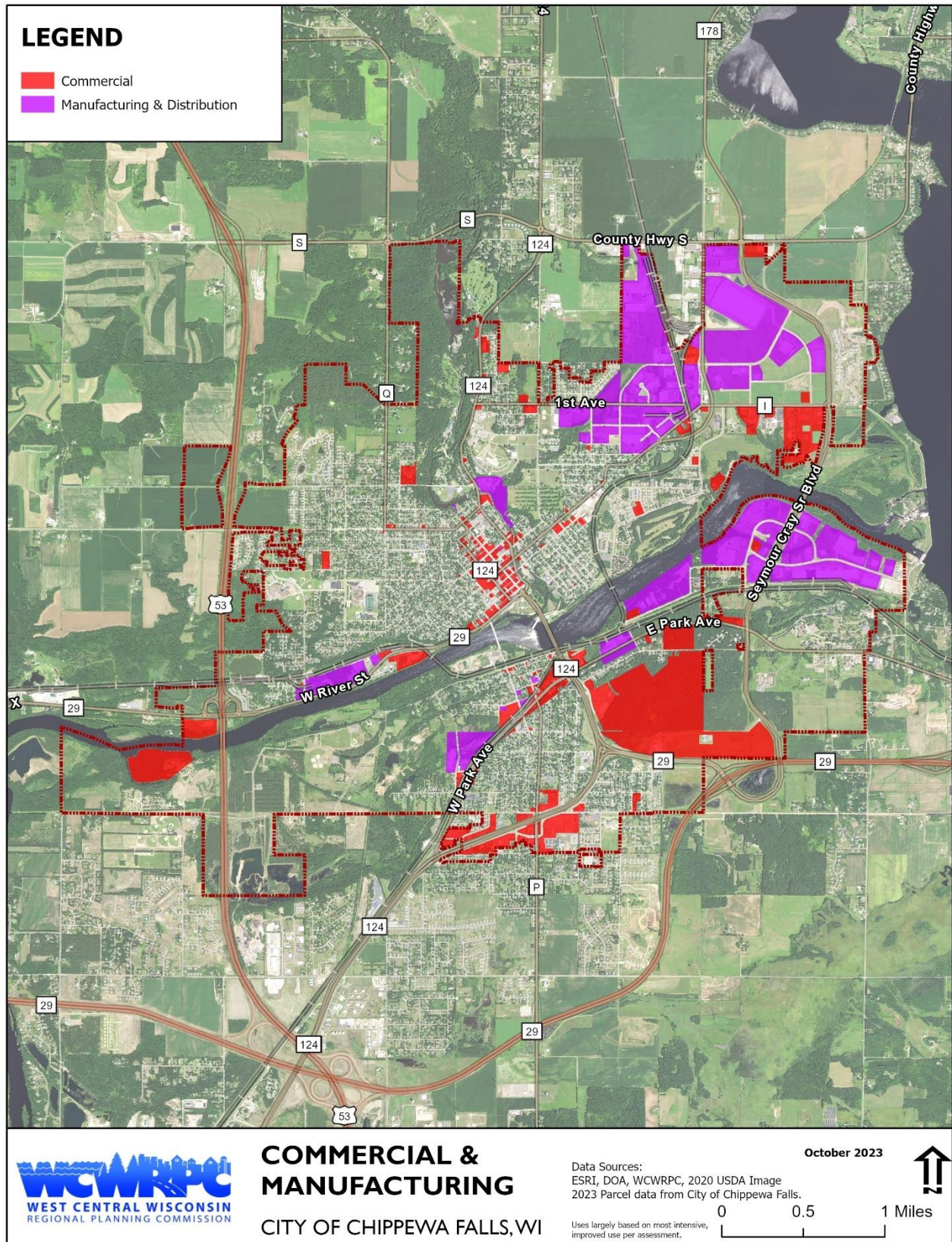
Map 14 on the following page shows the properties in the City that are predominately assessed as industrial and commercial uses. Economic condition data for Chippewa Falls and the region can be found in Appendix C. During its meeting, the Economic Development Focus Group discussed:

- The City is growing steadily and has been getting younger, which is unique for similar Midwestern mid-sized cities without a college or university.
- While the City is getting younger, the older age groups (45+ years) have been growing at the fastest rates and the median age in Chippewa County overall is growing older. Such trends have significant labor force implications for the future as the Baby Boomers retire.
- Unemployment in the City is relatively low.
- In 2019, about 4,400 residents commuted outside the City for their primary job, while nearly 7,400 commuted into the City to work.
- Manufacturing is the City's largest employer and has high manufacturing location quotient¹³, about 2.8 times higher than a community of comparable size in the United States.
- Retail trade is the next largest industry by employment, also with a strong location quotient. Government and the health care sectors are other major employers.
- **Map 15** shows the City's Business Improvement District and active Tax Incremental Financing District boundaries.

¹³ Location quotient is the measure of an area's economic specialization compared to a regional or national average, usually based on per capita employment. For example, Chippewa Falls has large concentrations of manufacturing and retail trade for communities of comparable size, which gives the City a competitive advantage in these industries.

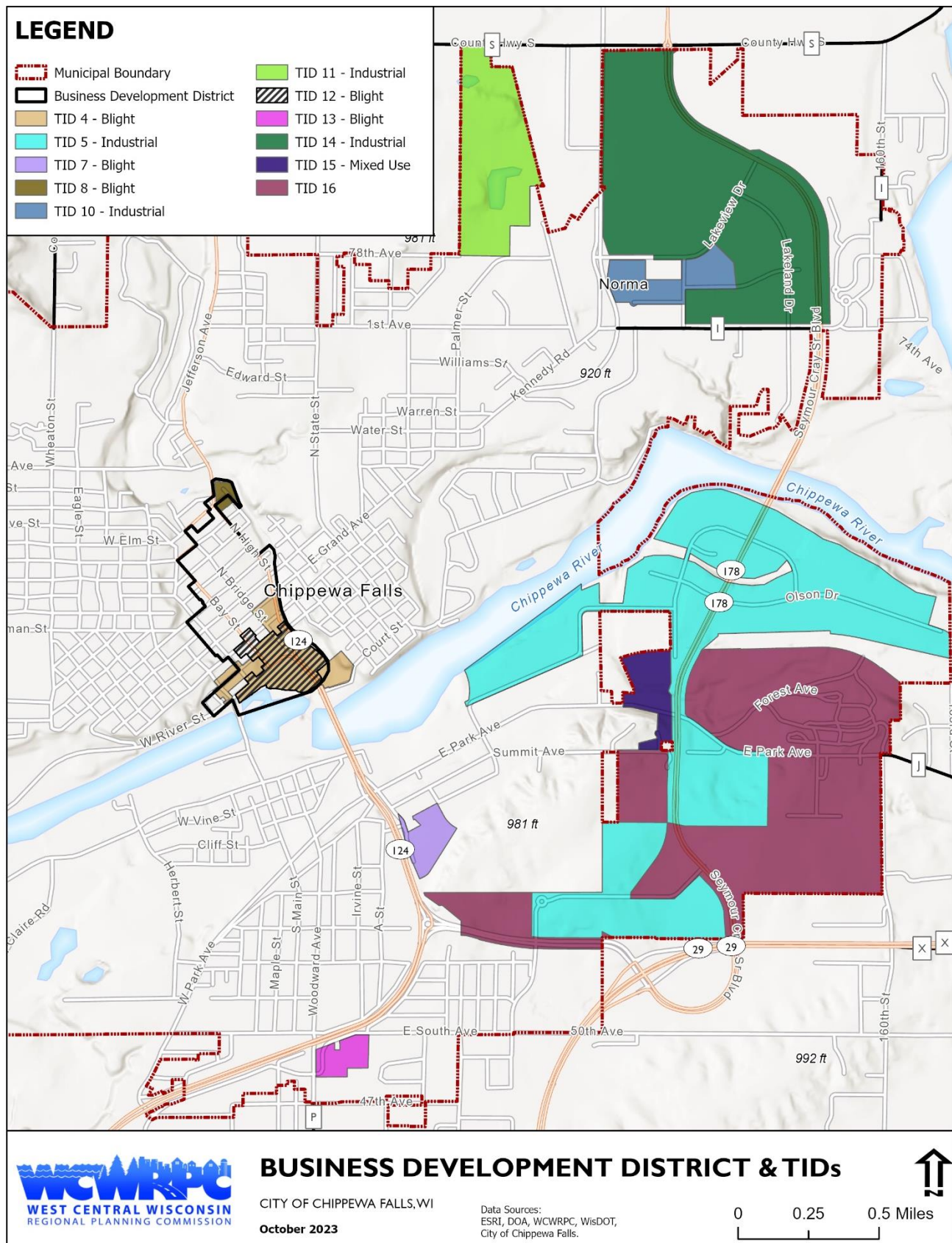
8. ECONOMIC DEVELOPMENT

Map 14. Chippewa Falls Commercial & Manufacturing Properties



8. ECONOMIC DEVELOPMENT

Map 15. Chippewa Falls BID & Active TIDs



8. ECONOMIC DEVELOPMENT

- Information technology/analytical instruments, distribution & electric commerce, wood products, and furniture are among the top industry clusters. There may be opportunities to strengthen the economy based on related supply chains and to pursue workforce development initiatives for related occupations and skills.
- Household incomes and education have been improving, though median household incomes remain below County and State levels.

The Focus Group identified the following additional major changes or trends over the past decade that have influenced the local economy:

- The fluctuating sand mining industry.
- COVID-19, though the City's economy fared relatively well during the pandemic with few storefront vacancies downtown and most manufacturing industries remained in production.
- Increasing telecommuting.
- Riverfront Park development and Welcome Center.
- Increasing number of attractions and events.
- Increasing numbers of companies not locally owned; they still contribute to the community, but have fewer ties.

Strengths & Weaknesses

The Economic Development Focus Group identified the following strengths and weaknesses regarding Chippewa Falls' economy and economic development in the community. It is notable that many of these are related to other plan elements, such as housing, transportation, utilities, and land use.

Strengths or Opportunities

- City is pro-business; business-first leadership
- Diverse economic base and industries
- Available water, sewer, and energy
- Customer-oriented businesses
- Active Chamber of Commerce
- CVTC and distance to colleges; link to job needs
- Strong partnerships; City-County relationship for business park and share economic development goals
- Great community and quality of life with amenities and natural resources to attract workforce and visitors; have pieces of puzzle to attract workers and business investment
- Businesses give back to community; intergenerational businesses with community ties
- Strong Main Street with BID; wonderful downtown, but opportunities to improve (see **Chapter 9**)
- Continue to act as a team to achieve shared goals
- Good transportation infrastructure; easy to get in and out of Chippewa Falls for trucks, air, and rail.
- Being on the north side of the urban area, Chippewa Falls has an opportunity to capture the market of residents and visitors living to the north and east of the community, which is an advantage over communities to the south.
- World-recognized businesses
- Northern Wisconsin State Fairgrounds
- Proximity to Twin Cities
- Residents have a strong work ethic
- Growing resident diversity

8. ECONOMIC DEVELOPMENT

- Due to quality of life, many young people will want to return home, if jobs, housing, and other amenities are available.

Weaknesses or Issues

- Limited space available in the business park; where can we expand?
- Tough to attract restaurants and retail, especially downtown
- Need to define economic development and economic development organizations
- Expand public transportation for workers to jobs and access to retail/services
- Need workforce. Must have skills for manufacturing jobs. Labor shortage is limiting hours for some downtown businesses.
- Tight housing market and increasing housing costs. Can't attract workers if there is no affordable housing to live in.
- Unable to create or expand tax incremental financing districts due to value limits
- Lack of a shared, community brand... what is our story and how do we tell it? Need to get the word out on the many great things that are happening in Chippewa Falls.
- What additional amenities are needed to attract and retain the workforce and younger families?
- City residents may not be fully aware of all that is being done to market the community and its assets.

8.2 Desired Businesses and Industries

Chippewa Falls recognizes that a diversified economy is vital to a high standard of living. The following are desired businesses and industries identified by the Economic Development Focus Group, other focus groups, and as part of the community survey:

- More dining options/restaurants (diverse, affordable), especially downtown.
- Additional unique retail businesses, especially downtown, if the market supports them.
- Additional businesses that bring people downtown in the evenings and Sundays.
- More hotel and conference space, though this must be balanced against a broader trend of fewer large events and conferences.
- Build upon the supply chains of existing manufacturers and industry clusters.
- Retail for locally produced food; may be met by the new Farmer's Union facility.
- A downtown anchor retail and/or restaurant with national brand recognition if it can fit with the scale and character of the downtown and with adequate parking.
- Jobs that provide a good wage beyond those required for essential, basic needs.



8. ECONOMIC DEVELOPMENT

During the 2012 comprehensive planning process, the following additional guidance was given on desired businesses and industry for Chippewa Falls, which continue to apply to this plan update:

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

8.3 Designated Sites for Business and Industry

The Land Use element (**Chapter 11**) includes an evaluation of land use trends, forecasts future land demands, and makes recommendations on infill, redevelopment, and where business and industry may be best sited. As noted previously, the availability of land within the City for future industrial, warehousing, and business park development is of particular concern for the community. To meet State comprehensive planning requirements, the land use element will “designate an adequate number of sites” for the community’s desired businesses and industries.

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

8.4 Opportunities for the Use of Environmentally Contaminated Sites

At this time, there are three known sites in Chippewa Falls that are currently underutilized and/or vacant that have contamination issues (e.g., underground storage tanks, areas where dumping has occurred):

1. Better Brite Plating – Restrictions for re-use due to groundwater contamination.
2. Former Holiday Fueling Site – This is now part of the Chippewa Riverfront Park.
3. Xcel Energy Coal Site – Consider for reuse as parking area for further Chippewa Riverfront / Allen Park improvements

8. ECONOMIC DEVELOPMENT

No action by the City regarding the remediation of these sites is needed. While these sites are listed in this plan section, their re-use is not restricted to commercial or industrial activities.

8.5 Community Marketing and Branding

A community or place brand is not just a logo or tagline. It is a unique story or message that reflects the community's culture and desired image and reputation. A good brand will differentiate Chippewa Falls from other communities and is intended to make an emotional connection with the target audience(s). The brand is not only used for marketing but can be a source of community pride that can be reflected in activities, park amenities, wayfinding systems, and other things the community does. However, to be effective, a community brand must be widely adopted, but can require time, persistence, and repetition before it catches on.

The Historical and Cultural Resources, Downtown, and Economic Development Focus Groups all discussed community marketing and branding in some manner, suggesting that greater attention to this aspect of economic development may be beneficial. It was also noted during discussions that Downtown Chippewa Falls may have its own unique brand, though it should be compatible with any overarching community brand if one is created.

Community (or Place) Branding

What is a community brand?

Your brand is the unique image and message that you are communicating about your community or place to your audience.

- The experience people have when they come into contact with your community.
- It is a story, not just logo. It is your desired reputation; what you want people to say when you are not around.
- The competitive and distinctive identity that differentiates your community.
- A brand is way to change the conversation, help bring people together, and inspire.

What elements are included in a brand?

How might we express our brand?

Visual

- logos or graphics
- color schemes
- place changes (e.g., murals, landscaping)

Verbal

- taglines or slogans
- marketing messaging
- marketing materials & promotions
- letterhead, webpage, & social media

Physical or Place Changes

- signage and wayfinding
- amenities, things to do, & other placemaking

Behavioral

- activities, events, and social offerings
- "community culture" & how we do business

Avoid these Branding Pitfalls

- Don't be too broad, too general, or cliché! Be definitive.
- Be authentic, real, and relevant. Be you!
- Make a splash to get attention! Don't play it too safe or be too predictable.
- Lack of champions or ownership. Not everyone may agree with the brand, but the community must embrace the brand. You can always re-brand down the road if needed.
- Be ready to deliver on your brand promise. Exceed expectations "after the sale."

8. ECONOMIC DEVELOPMENT

8.6 Community Perspective

Community Survey

The 2023 comprehensive plan community survey shows strong support for economic development initiatives but also suggests there may be opportunities to increase community awareness of past accomplishments and resources:

- Among the reasons why residents live where they do, being near their job was the third highest response.
- 76% of resident respondents agreed or strongly agreed that Chippewa Falls provides growth opportunities and support for businesses and entrepreneurs, while 9% disagreed.
- 94% of resident respondents agreed or strongly agreed that it is important to provide services & incentives to retain and attract businesses with good-paying jobs.
- 91% of resident respondents agreed or strongly agreed that diverse manufacturing employers and jobs are critical to the economy of Chippewa Falls.

The survey included a variety of additional economic development comments, not specific to downtown, such as:

- “We’ve got plenty of jobs in Chippewa and they can’t get enough help! We don’t need new ones with no help!”
- “I’m not sure there are many job opportunities for kids, beyond fast food, gas station jobs.” “Not many job options for teens/young adults”
- “CF needs to continue to attract businesses and good paying jobs.” “Need better incentive for new businesses.”
- “CF needs better paying jobs”
- “I don’t think the city should give big incentives to businesses, such as paying to taxes.” “City should not provide business incentives/corporate welfare; city should not stymie development”
- “Keep the greater community in mind while developing individual homes/businesses.”
- “I would love a business in my neighborhood.”
- “We need modern businesses and restaurants.” “Trendy business.”
- “We need to start being more attractive like Altoona and Eau Claire to attract the best jobs and businesses.”

Economic Development Focus Group

Economic Development was one of the focus groups conducted in Spring 2023 during the comprehensive plan update. During their meeting, the group discussed aspects of the Chippewa Falls economy that are not specific to the downtown, which was covered by a separate Downtown Focus Group discussed in Section 9.2. The Economic Development Focus Group also identified economic conditions, strengths, and weaknesses (Section 8.1) and desired businesses and industries (Section 8.2) as well as discussed the economic goal, objectives, policies, and strategies (Section 8.7).

8. ECONOMIC DEVELOPMENT

8.7 Economic Development Goal, Objectives, Policies, & Strategies

ECONOMIC DEVELOPMENT GOAL

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

Objectives:

1. With strong collaboration, economic development efforts are adequately financially supported and marketed as a catalyst for a dynamic local economy.
2. Downtown Chippewa Falls is a thriving and distinct regional commercial hub. (See **Chapter 9**)
3. There are numerous programs to help new businesses to locate in the City and current businesses to expand.
4. The City has a diverse economy that does not rely on one major employer or industry.
5. An entrepreneurial spirit and attitude exist in the City, and new endeavors are looked upon as successful paths to a vibrant and sustainable economy.
6. Locally owned businesses are promoted, play a significant part in the local economy, and are engaged for the betterment of the community.
7. There are adequate hotel rooms and lodging opportunities in the City to encourage extended stays and for the City to be a tourist destination.
8. Wages in the City allow individuals and families to not only meet, but exceed, basic needs.

“Economic Development”

For the City of Chippewa Falls, economic development is a process of working collaboratively through programs, policies, activities, and supportive infrastructure to improve the economic well-being, job opportunities, and standard-of-living of the community.

Policies (ongoing decision-making guidance):

1. Chippewa Falls will maintain a competitive business climate that balances taxes and regulations with quality of life.
2. Maintain and grow strong partnerships that adequately staff and fund economic development and marketing for the City that is consistent with the overall community goals and messaging. Collaborate and leverage resources towards shared goals, while avoiding duplication or competition.
3. Attract, retain, and support manufacturing and other businesses with an emphasis on sectors with good paying jobs and/or are growth oriented.
4. Attract highly-skilled workers who want to live, work, and play in a highly livable community by offering a high quality of life with attractive, desired amenities and promoting the positive attributes of the community and surrounding area.
5. Promote the City as a tourist and shopping destination.
6. Locally owned businesses are promoted and supported.
7. Encourage a culture of creativity, creative placemaking, and uniqueness.

8. ECONOMIC DEVELOPMENT

8. Continue to work with adjacent communities to preserve rail access for industrial areas and develop more space for business and industry.
9. Encourage businesses to embrace technological improvements to remain competitive and innovative, while continuing to benefit the general welfare of the community as a whole.
10. Implement those policies and strategies found in Section 9.3 for downtown Chippewa Falls and continue to strive towards the downtown-specific goals and objectives.
11. Implement those policies and strategies found in other comprehensive plan elements that support the economic development goals and objectives, such as addressing the tight housing market (Housing), ensuring adequate infrastructure (Utilities & Community Facilities), community placemaking/branding (Historical & Cultural Resources), and providing adequate sites for new business development and encouraging infill (Land Use).

Strategies (recommended actions):

City

1. Continue to use tax incremental financing (TIF) to support economic development, blight removal, and affordable housing in the City. (Ongoing)
2. Plan for and develop additional shovel-ready industrial/business park(s) or expand existing parks.¹⁴ Explore the demand and funding for the creation of a green technology/industrial park that is home to renewable energy options for businesses. While largely led by the City, this strategy may be accomplished in partnership with Chippewa County and others. (Short- to Medium-range)

City in Partnership

1. Support and enhance “buy local” programs that promote and support local businesses. (Short-range)
2. Create an overall community brand with key targeted audiences (e.g., desired business investment, young adults/potential residents, tourists), brand message, and brand identity components (e.g., taglines, colors, fonts, graphics). Also develop a brand implementation guide with strategies for how the brand will be adopted locally, managed, and implemented in the community



¹⁴ Recommended locations for future industrial/business park development in the City are identified as part of the future land use map in Section 11. Land Use.

8. ECONOMIC DEVELOPMENT

(e.g., signage, messaging, marketing, events/programming). Periodically re-assess and “refreshen” the brand if necessary. (Short-range)

3. Collaborate to:
 - a) Create a simple and easy to understand process for entrepreneurs to start a business, with key contacts for assistance if needed. (Short-range)
 - b) Welcome, engage, and build relationships with business owners so that they are active members of and contributors to the community. (Short-range)
 - c) Explore opportunities to diversify financing options for new businesses and business expansion in the City. (Short- to Medium-range)
 - c) Evaluate existing and desired major industries and, using the community brand, target marketing and support systems to supply chains and industry clusters. (Medium- to Long-range)
 - d) Using marketing materials and strategies that incorporate the community brand, entice young professionals to move to the City. (Medium- to Long-range)
 - f) Implement the strategies recommended in the community brand implementation guide. (Medium- to Long-range)
4. Analyze the benefits/costs to develop a new green business or office park. (Medium-range)
5. Promote available rental space and business support at the Chippewa Valley Innovation Center. If demand is high enough, explore the need for a specialized fabrication laboratory or incubator/accelerator space that complements City manufacturers as well as opportunities for related university, technical college, and/or U.S. Economic Development Administration support. (Short- to Medium-range)

Non-City

1. In partnership with area businesses and educational institutions, develop and support programs that improve workforce training.
 - a. Encourage partnership, collaboration, and sponsorship of organizations that support economic development goals such as Chippewa Economic Development Corporation, Manufacturing SOS Alliance, STEAM, Hatch, Chippewa Valley Innovation Center, etc.
 - b. Support and enhance training and higher education that focuses on existing and future economies, including the skills needed by employers in the City and their supply chains. (On-going)
 - c. Continue to enhance the working relationship between local business/industry, school district, and continuing education to help create an environment in the schools where students are adequately learning for current and future job opportunities. (On-going)
 - d. Continue to provide tours of businesses and distribute information to students and parents about employment opportunities in the community, such as the efforts of the Schools2Skills program. (Ongoing)



8. ECONOMIC DEVELOPMENT

- e. Invite Chippewa Valley Technical College-Chippewa Falls to participate in and host community events and outreach to supplement and enhance the existing and current workforce. (Ongoing)
2. Explore the creation of a retail incubator, potentially with a Fab Lab, for the creative class and entrepreneurs. (Medium- to Long-range)

8.8 Economic Development Plans and Programs

The following economic development plans, programs, and partners are important to achieving the goal and objectives of this element:

Tax Incremental Financing (TIF)

TIF is arguably the strongest economic development tool available to local governments in Wisconsin and can be used to finance infrastructure, building repairs, remediation, and developer incentives. **Map 15** previously showed the active TIF districts in Chippewa Falls:

TID #	TID Type	Year Created	Current Expiration Date	2023 TID Increment Value
7	Blight	2001	3/20/2031	\$7,051,800
8	Blight	2002	7/16/2029	\$4,183,800
10	Industrial	2005	5/3/2025	\$7,595,700
11	Industrial	2008	9/2/2028	\$35,494,500
12	Blight	2012	5/1/2039	\$15,298,400
13	Blight	2015	4/7/2042	\$7,761,800
14	Industrial	2015	7/28/2035	\$148,332,200
15	Mixed-Use	2018	7/17/2038	\$990,900
16	Mixed-Use	2022	7/19/2042	\$6,601,900

As of the end of 2022, all of the above TIF districts, except the most recent (#15 and #16) are running surpluses. Wisconsin statutes has a limit that no more than 12% of a community's total equalized value may be located in TIF districts. As of 2023, 14.2% of the City's total equalized value is located in TIF districts; the City is unable to create a new TIF district or expand an existing district until this 12% equalized value limit is met.

Key Partners

The City of Chippewa Falls does not have a governmental office solely focused on economic development matters and does not have a municipal economic development plan. The City Planner often takes the City's lead on such matters working with the Plan Commission and City Council. More correctly, economic development in the City is a partnership and the community benefits from many great partners.

8. ECONOMIC DEVELOPMENT

Continuing collaboration among the following local partners is critical to economic development in Chippewa Falls, in addition to those partners and programs working downtown identified in Section 9.4:

Chippewa Falls Chamber of Commerce	Business owners
Chippewa Falls Main Street	WCWRPC & the Regional Business Fund, Inc.
Chippewa Co. Economic Development Corp.	Momentum West
Chippewa Falls Redevelopment Authority	Manufacturing SOS Alliance
Chippewa County (industrial park)	Xcel Energy
Schools, CVTC, and UW-Eau Claire	
Chippewa Falls Industrial Development Corporation (CFIDC)	
Visitor destinations (e.g., Fairgrounds, Heyde Center, History Center/Museums)	

Of the above, the CFIDC and the Regional Business Fund, Inc have revolving loan funds that can assist with business improvements, expansion, equipment, and working capital. A separate revolving loan fund is available for similar activities in the downtown area through the Redevelopment Authority. WCWRPC serves as the designated economic development district for the U.S. Economic Development Administration and can assist in exploring Federal funding for large economic development and workforce-related projects.

Appendix D includes additional economic development plans and programs, not specific to Chippewa Falls, that may also benefit the community. Section 9.4 identifies plans and programs specific to the downtown. The City Planner, Chippewa County EDC, and WCWRPC can all assist in identifying funding opportunities for proposed economic and business development projects.





9. DOWNTOWN

9. Downtown

Downtowns have historically been the heartbeat of communities. The following are some key core traits shared by most traditional downtowns:

- Mix of Land Uses that are physically integrated. Commercial, services, and institutional uses often dominate.
- Diverse & Inclusive of the entire community (all ages, ethnicities, and socio-economics).
- Compact Development Forms. Typically higher density, shallower setbacks, and lowest ratio of undeveloped lands, including parking lots. Buildings are concentrated and are often among the tallest in the community.
- Central & Strategic Location. Usually central to the community's historic growth pattern with strong connectivity. Often located on or near a strategic natural or manmade resource (e.g., river, hill, crossroads, rail line).
- Historic Buildings, Form, & Function. The community's historic central business district. Often includes a concentration of older buildings that are recognizable and core to the community's identity and sense of place.



However, our downtowns and local economies are also changing, requiring communities to think and plan differently. With fewer small farms, larger big box stores, & eCommerce, downtowns are no longer required to provide every good or service for the entire community. Many downtowns now have less general retail and more specialized services or niche retail. Longer commutes and highway bypasses are changing downtown visitor and traffic patterns, with secondary commercial districts emerging that can compete with downtown businesses. Such trends can result in more commercial property in some downtowns than the market can support, resulting in vacant storefronts and deteriorating structures, and requiring communities to redefine their downtown or re-focus its revitalization plan.

While these trends present challenges, the future for most downtowns is bright.

- More downtowns are developing a unique position, niche, or brand, especially compared to other business districts in their trade area.
- Downtowns continue to be a place to share and celebrate identity and local history (e.g., historic districts, design guidelines, placemaking, “festivalization”)
- There is a resurgence in the role of downtowns as community gathering places, in part due to walkability and social experiences valued by both Millennials and Seniors.
- Many downtowns are becoming more organized, frequently with grassroots leadership.

9. DOWNTOWN



9.1 Downtown Chippewa Falls

Chippewa Falls' downtown is home to most of the major governmental offices, financial institutions, and professional offices that can be found in the City. It is generally bounded to the east by Duncan Creek and to the south by the Chippewa River, but there is no "bright line" where downtown Chippewa Falls starts or stops. **Map 15** in the previous section showed the extent of the Business Improvement District (BID) , which included 164 taxable properties in 2023. Existing land uses in the downtown area can be seen on **Map 18c** in **Chapter 11**.

9.2 Community Perspective

Community Survey

The 2023 comprehensive plan community survey did not include many questions specific to Downtown Chippewa Falls. However, the responses received reflect that community members value Downtown Chippewa Falls:

- 84.5% of resident respondents agreed or strongly agreed the Downtown Chippewa Falls is inviting and vibrant.
- 14% of resident respondents stated that "near downtown" was among the top three reasons why they live where they do.

There were also a number of write-in comments regarding the downtown, including the following generally grouped by related topic:

- "We have more than our share of low income housing around downtown, what we need is much more market rate apartments/condo's so that we have wage earning residents to support the downtown businesses."
- "Parking is an issue downtown." "I love our downtown, I don't love the parking, we need more of it." "Downtown parking permits."
- "I would love to see more food options (healthy)downtown and I hours extended. Seems like nothing is open on Sunday." "We need to attract new restaurants that met our needs." "Downtown is boring compared to other WI towns of the same size." "Back in the 60s and 70s our town was a bustling town with way more businesses downtown then now."
- "We need to invest in the downtown area and stop restricting opportunities for our businesses."
- "There needs to be improvements to neighborhoods close to downtown. Areas close to downtown are rundown."
- "I think Chippewa has done an excellent job of revitalizing downtown on Bridge Street, but...has to do a better job on Bay and High streets."

9. DOWNTOWN

Downtown Focus Group

In addition to the broader Economic Development Focus Group, a special focus group focused on Downtown Chippewa Falls also met in Spring 2023 during the comprehensive plan update. During their meeting, the group discussed updated socio-economic trends, community survey results, and related portions of the 2012 Comprehensive Plan. The group also participated in a number of exercises, which are summarized below. The order of these lists is not intended to provide a ranking or priority to any one item over the others.

How has the role of Downtown Chippewa Falls changed over time?

- Increasing tourism; not just seasonal
- Increased niche retail; less general merchandise or department stores
- Low commercial vacancy compared to 10-20 years ago
- Financial support for façade improvements and business start-ups
- Less vibrant (fewer shoppers & things to do) during evenings and on Sundays

The Downtown continues to be:

- The City's center of commerce and a community gathering place.
- A place where residents live, work, and play.
- Core to the community's identity and culture.

Issues and Opportunities

Issues or Weaknesses:

- Not a 24/7/365 destination; fewer things to do during evenings and Sundays
- Need more restaurants; limited choices or dietary variety
- Limited hours in evenings and on Sundays that most businesses are open
- Replace street lights
- No music
- Low bike accessibility/connectivity; lack of bike racks
- Perceived lack of parking; needs better signage
- Duncan Creek underutilized; under-developed
- Better connectivity/ties between downtown core and Leinie Lodge
- Dilapidated around periphery
- Limited transportation alternatives for teens and seniors; lack of knowledge of options and explore alternatives
- Lack of 2nd story uses; vacant spaces. Due to ADA accessibility rules, it is very difficult to have commercial businesses on the second floors of many downtown buildings.
- No community center
- High traffic during peak times



Opportunities or Strengths:

- Has generational businesses (around six that are over 100 years old)
- Has strong anchors (businesses, government buildings, parks)
- Good participation in Regional Business Fund Façade loan program
- Strong community support; community values the downtown and shops locally

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- Friendly, welcoming, and inviting
- Strong sense of place and feel rooted in its historic architecture and role
- Greenspaces and parks; Harmony Park; recreation opportunities
- Riverfront Park activities, events, and food
- Main Street events
- Small town relationships
- Safe, Clean, & Historic
- Main Street Program & BID
- Strong sense of community
- Wisconsin Farmers Union River Street Revitalization project
- Enthusiastic business owners who are active; survey BID landowners for input
- Duncan Creek & Chippewa River
- Forward-thinking City Council
- Volunteerism
- High occupancy; low vacancies
- Many niche retail businesses

Place Evaluation

Prior to their meeting, the Downtown Focus Group was asked to evaluate downtown Chippewa Falls based on four key attributes that make a great place:

Uses & Activities

Overall, the downtown scored very well with a good mix of businesses and things to do. It is busy and adds greatly to the community's quality of life. A few additional business types and anchor businesses may be desirable (e.g., bakery, sports bar, restaurants, electronics, clothing outlet) as well as activities to increase vitality during evenings, Sundays, etc. (e.g., farmer's market, community center, open mic café).

Access & Linkages

Of the four attributes, this is the weakest. Some actions may be lower-hanging fruit, such as painting crosswalks, parking stalls, and curbs. Fixing sidewalks, parking updates, signage (especially for parking), and adding bike lanes was suggested. Some areas may have accessibility challenges for some residents and there are limited public transportation options. Better access to Riverfront Park and connecting Allen & Riverfront Parks was also mentioned.

Comfort & Image

Downtown Chippewa Falls has a strong sense of place and this attribute is its strength. Group members love the energy, history, people, sense of community, and small-town feel. Downtown is attractive, safe, clean, and offers places to sit. There are some challenges with deteriorating or less maintained buildings along the periphery. There may be some lighter-quicker-cheaper actions to enhance image further, such as additional colors and brand-related placemaking.

Sociability

Downtown Chippewa falls reflects a sense of pride with evidence of volunteerism and a strong Main Street program. Regular events bring people together. More "things to do" for teens and younger adults may enhance sociability.



9. DOWNTOWN

Other Comments

- Remain open to new ideas
- Seek a “known/trusted” national franchise as a destination anchor. However, need to approach this carefully so that such businesses complement existing businesses and are compatible with the overall character of the downtown.
- Retail niche and restaurant businesses will continue to dominate commercial activities
- It is important to continue to showcase downtown. The historic character of the architecture is an important part of the tourist draw. (Also see Historical & Cultural Resources element)
- Are more public transportation options needed to shuttle youth and seniors between downtown, neighborhoods, and other destinations? Or are residents aware of the currently available services? Revisit the trolley for a seasonal, fixed route service. (Largely addressed in Transportation element)
- Where do teens and young adults go and spend their time? What amenities would draw them downtown and do we use social media to reach them?
- There are many parking places downtown, but perhaps better signage and/or policy changes are needed. According to the Riverfront Master Plan, there are approximately 900 public parking spaces within a 10-minute walk of Riverfront Park. However, it is a “big turnoff” if dedicated parking is not available directly behind a downtown residential unit.
- Create an environment for investment through incentives and private-public partnerships. The City may need to actively recruit available spaces with an explanation of available programs and incentives (e.g., “Here is how to...”, “Here is how much it may cost...”, Here is how the City may help...”).
- Inventory and encourage residential on the second floor of downtown buildings. Related issues include renovation costs, access, and parking. (Also see Housing element)
- Workforce challenges for downtown businesses; can limit hours of operation. Address this as part of the broader economic development element.

Other Focus Groups

It should be noted that many of the other focus group also discussed Downtown Chippewa Falls, with comments largely focused around issues of downtown housing and parking, multi-modal transportation connections to downtown, expanding downtown vitality during evenings and weekends, and the important role of Downtown Chippewa Falls to the community. The History & Culture Focus Group in particular spent considerable time discussing the downtown with the following key takeaways:

- The downtown is central to the community’s identity.
- The downtown is too narrowly defined; should include Heyde Center & Leinenkugel’s
- Continue to enhance connections to rivers, especially from downtown; connections to waters should be safe & accessible
- Workforce/labor needs are impacting downtown businesses
- Things to do downtown are limited on Sunday and evenings
- What is our vision for downtown as a tourism destination?

9.3 Downtown Goals, Objectives, Policies, & Strategies

DOWNTOWN GOALS

Downtown Chippewa Falls is an active, mixed-use center supporting retail and service businesses, restaurants and entertainment establishments, professional and corporate offices, housing opportunities, civic and government uses, and arts and culture.

The downtown is also the community's central gathering place, featuring historic architecture and a strong sense-of-place.

Objectives:

1. Downtown is a thriving, vibrant, and distinct regional commercial hub with a variety of different businesses and things to do.
2. Downtown is safe and a friendly environment.
3. Downtown amenities, stores, restaurants, and services create an environment where residents and visitors can and want to do various things in one trip.
4. Downtown has a variety of multi-generational, multi-family housing options
5. Downtown should take advantage of its rivers and the riverfront area is utilized and promoted as an everyday recreational opportunity.
6. Downtown is easily accessible and navigable for all modes of transportation, with safe connectivity to residential neighborhoods and other community destinations.
7. Downtown is a destination for the City's workforce.



Policies (ongoing decision-making guidance):

1. Promote a diverse retail environment downtown that is bike- and pedestrian-friendly with public spaces that encourage social interaction.
2. New downtown development and infill should be compatible with the overall character and role of Chippewa Falls' historic downtown as a community gathering place and pedestrian-oriented commercial center.
3. Keep the core downtown intact and vibrant as a functioning, walkable, and inviting retail and service center dominated by a dense development pattern of commercial and vertical mixed uses. For the periphery of the downtown core, a broader mix of commercial, residential, and public uses may be appropriate.
4. Strive to maintain a unified, two-story façade wall with commercial uses on the first floor and residential uses on the second floor in Chippewa Falls' historic downtown. Encourage higher density, multi-family, and senior housing within and nearby the downtown district, which is compatible with and complimentary to the primary economic and service functions of the downtown area.

9. DOWNTOWN

5. Continue to seek a balance between new quality development in outlying areas of the City and a healthy and vibrant downtown.
6. Promote the preservation of historic buildings while encouraging participation in façade loan, downtown housing conversion, and Main Street programs.
7. Continue to collaborate to create an environment for downtown investment through incentives and actively market available opportunities.
8. Enhance multi-modal transportation connectivity between downtown and other community destinations (e.g., neighborhoods, schools, Chippewa Crossing) as discussed in the Transportation element of this plan.
9. Explore opportunities to revitalize neighborhoods and streetscapes at the periphery of downtown's core to provide more housing opportunities, to take better advantage of Duncan Creek, and to enhance linkages between destinations as envisioned in the Land Use element of this plan.
10. Implement those policies and strategies found in other comprehensive plan elements that support the downtown goals and objectives, such as exploring additional incentives for the rehabilitation of residential units on the second floor of vertical mixed-use buildings (Housing), enhancing bike and pedestrian connectivity (Transportation), downtown park improvements (Utilities & Community Facilities), community placemaking/branding (Historical & Cultural Resources), and workforce development strategies (Economic Development). This includes the downtown-related recommendations found in other plans, such as the City's Comprehensive Outdoor Recreation Plan, Riverfront Development Master Plan, the Bike & Pedestrian Plan, and TIF District #12 Project Plan.



Strategies (recommended actions):

City

1. Continue public investments through TID #12 for public improvements. (Ongoing)
2. Develop downtown commercial building design standards. (Short-range)

City in Partnership

1. Continue downtown amenities, such as the flower baskets and flags, and incorporate additional amenities, art, and cultural programming. Potential additional amenities include bicycle parking, music, more public restrooms, and new street lighting. (Ongoing)
2. Consider the investment of TID #12 dollars to the Redevelopment Authority's Revolving Loan Fund Program for assistance with building improvements and to support other public-private partnership efforts for the benefit of downtown. (Short-range/Ongoing)
3. Improve wayfinding and gateway/welcoming signage to downtown Chippewa Falls. (Short-range)
4. Evaluate the existing supply of downtown parking. Determine if there is adequate parking throughout downtown to support additional development and second-floor residential units. Seek to improve parking signage and wayfinding to municipal parking lots. (Short-range)

9. DOWNTOWN

5. Increase property owner and potential investor awareness of available incentives and potential financial assistance (e.g., historic preservation tax credits, Regional Business Fund & façade loans, Build-CF, Redevelopment Authority, architectural barrier removal tax deductions) to support downtown building renovation and upkeep. (Short-range)
6. Collaborate to create a downtown marketing strategy that: (Medium-range)
 - Revisit the geographic extent of downtown Chippewa Falls for marketing, placemaking, programming purposes and strive to improve linkages between downtown destinations (e.g., does downtown include Leinenkugels or the Heyde Center)?
 - Determines a vision for downtown as a tourism destination.
 - Identifies if downtown Chippewa Falls should create a place-specific brand that is distinct from, but compatible with the community's overall brand.
 - Explores opportunities to enhance the visibility of businesses on side streets (e.g., off of Bridge Street)
 - Discusses options to attract desired types of downtown businesses, such as additional dining options and a national franchise as a destination anchor, while ensuring compatibility of such new businesses with the overall character and brand of the downtown.
 - Considers opportunities to increase the vibrancy of downtown during evenings and Sundays.
 - Explores strategies, amenities, and/or incentives to increase downtown visits and use by teens, young adults, and workers in the City.
 - Provides insights to the Main Street Program, BID, Chamber, Redevelopment Authority, and other community partners on desired downtown amenities.
7. Develop marketing materials (virtual and/or hardcopy) to advertise available spaces and target desired types of development. (Medium-range)
8. Complete a Safe Routes To Downtown Plan to increase pedestrian and bike accessibility to and within downtown. Assess the need for additional bike racks downtown and install, if needed. (Medium-range)



NOTE: The Housing element recommends exploring additional financial incentives for the rehabilitation of residential units on the second floor of downtown buildings, while preserving the vertical mixed use.

Non-City

1. Encourage downtown businesses to share in marketing and the cross-selling of products. (Ongoing)

9.4 Downtown Plans and Programs

The following plans and programs are specific to downtown Chippewa Falls:

Chippewa Falls Main Street Program

Dedicated to downtown revitalization and enhancing quality of life in the community, this non-profit organization promotes downtown businesses, coordinates events, and conducts other activities so that downtown Chippewa Falls is a safe, inviting place.

9. DOWNTOWN

Chippewa Falls Business Improvement District (BID)

The special tax assessment focuses on supporting downtown revitalization efforts and primarily funds the Chippewa Falls Main Street Program.

Tax Incremental Financing District #12 (TID #12)

With the recent closure of TIF District #4, much of downtown is included in TID #12, which was created in 2012 to eliminate blight. The normal maximum life of TID #12 will not expire until 2039, unless all planned project costs are completed prior to this date.

Chippewa Falls Redevelopment Authority

The Redevelopment Authority administers a revolving loan fund program to assist businesses and property owners with improving their properties. Redevelopment authorities are geographically limited to designated redevelopment areas and/or blighted properties. As shown on **Map 16** to the right, the redevelopment district in Chippewa Falls is limited to a portion of the downtown and does not include all of the Business Improvement District.

BUILD-CF

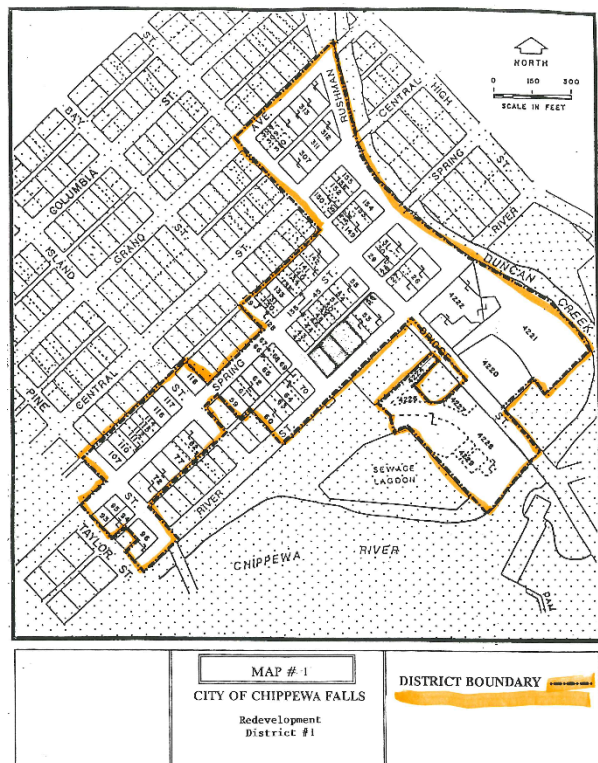
As mentioned in **Chapter 3: Population & Housing**, the BUILD (Beautify, Uplift & Improve Local Dwellings)-Chippewa Falls program, created by the City and administered through the Chippewa County Housing Authority, offers a variety of grants or loans, including for Downtown Housing Conversions.

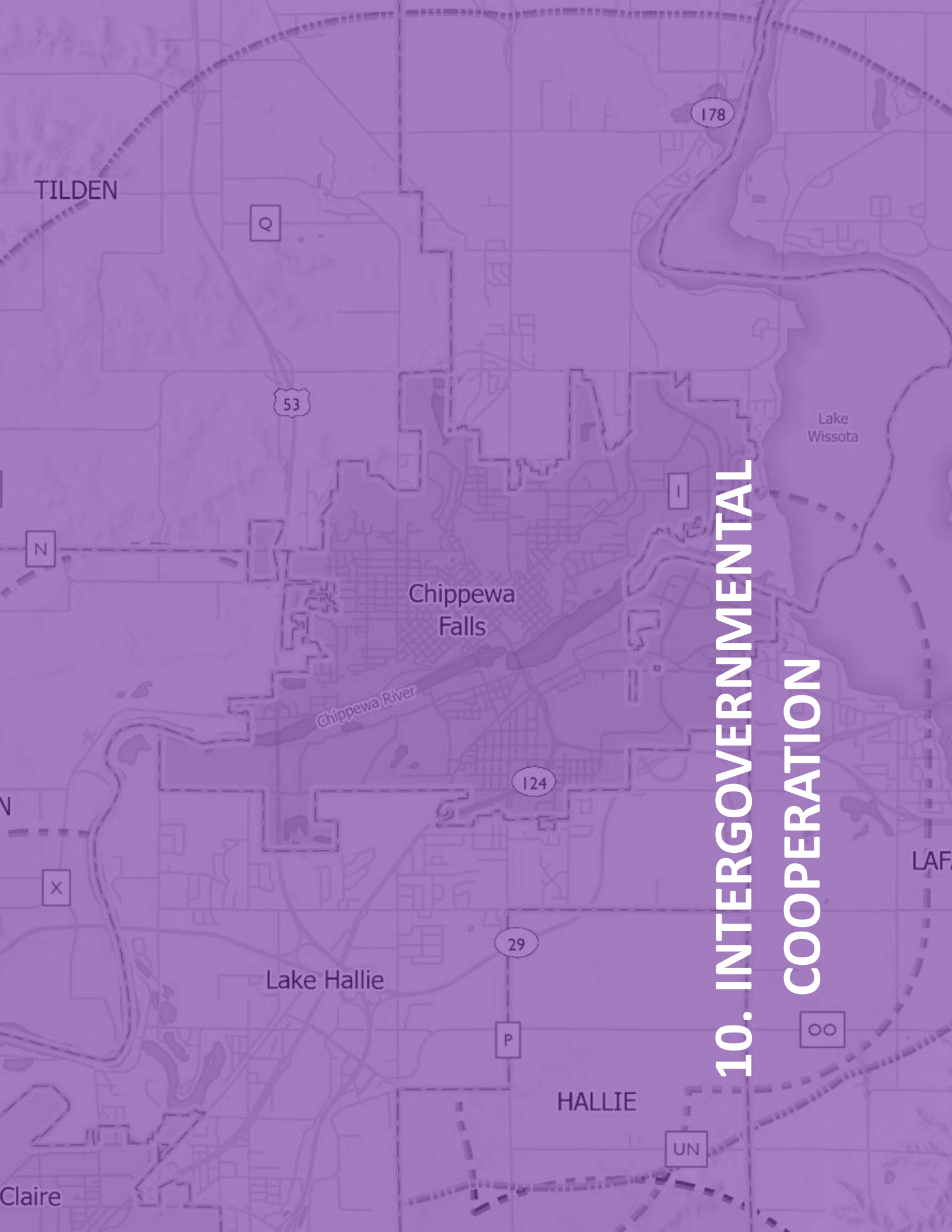
Comprehensive Outdoor Recreation Plan & Riverfront Master Plan

Some of the downtown policies and strategies overlap with recommendations found in the City's recreation plans. For example, the Riverfront Development Master Plan in large part grew out of the 2012 comprehensive planning effort and the continued improvement of Riverfront Park and Hiram S. Allen Park are important to the downtown given their role as an inviting gateway, anchor, and connection to the rivers. The City's outdoor recreation plan also includes recommendations for other downtown area parks, such as the installation of bike racks at Harmony Park.

Appendix D includes additional downtown and economic development plans and programs, not specific to Chippewa Falls, that may also benefit the community.

Map 16. Chippewa Falls Redevelopment District





10. INTERGOVERNMENTAL COOPERATION

10. INTERGOVERNMENTAL COOPERATION

10. Intergovernmental Cooperation

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

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

REGIONALISM:

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

Wis. Stats. §66.1001 requires this plan element include:

- An analysis of intergovernmental relationships and the incorporation of related plans and agreements.
- The identification of existing or potential conflicts between the City and other governmental units and the processes to resolve such conflicts.
- A compilation of policies, programs, etc., for joint planning and decision making with other jurisdictions for the siting and building public facilities and sharing public services

10.1 Existing Intergovernmental Agreements, Plans, & Relationships

The City of Chippewa Falls has many relationships with Chippewa County and other area governmental jurisdictions. The following are some of the key intergovernmental agreements, plans, & relationships:

- The City is entirely located within **Chippewa County**.
 - The City jointly developed the Lake Wissota Business Park through an agreement with the County and with marketing support from the **Chippewa County Economic Development Corporation**.
 - City shares information technology services with the County.
 - City residents utilize a variety of County-level services, including the **Aging and Disabilities Resource Center (ADRC)**, **Veterans Services Office**, **Public Health**, **Human Services**, and the **Chippewa County Housing Authority**.
 - The City coordinates with the **County Highway Department** on highway maintenance and snow/ice removal.
 - The City collaborates with the **County Land & Water Conservation Department** on resource conservation and trails-related planning and activities.
 - Though the County has no land use controls that apply to the City, the City does coordinate with **Chippewa County Planning & Zoning and Land Records/County Surveyor** staff on GIS mapping,

10. INTERGOVERNMENTAL COOPERATION

land records, and general land use planning concerns. County Planning & Zoning has not been designated by the County as a “regional planning department” under Wis. Stats. §62.23(2).

- The City participates on the **Chippewa County Criminal Justice Collaboration Council**.
- The City is bounded by the **Towns of Wheaton, Tilden, Eagle Point, Anson, Lafayette, and Hallie**.
 - As shown on **Map 17**, the City has a 3-mile extraterritorial planning area. The City guides development within this area through extraterritorial plat (ETP) review with the following limitations: (i) ETP review excludes the Village of Lake Hallie and is limited to the unincorporated towns within 3-miles; (ii) the City only extend ETP review to the western edge of Lake Wissota to the east; and (iii) multiple incorporated areas cannot overlap ETP review areas.
 - Extraterritorial zoning has not been adopted.
 - The City does not have a cooperative plan or boundary agreement as defined under Wis. Stats. §66.0307 with any town.
- The City is also bounded by the **Village of Lake Hallie** to the south. The Village does not currently apply their extraterritorial plat review authority.
 - The City coordinates with the Village regarding stormwater planning.
- Emergency management, emergency services, and law enforcement is an area with significant intergovernmental cooperation.
 - Overall emergency management in Chippewa County is coordinated by the **County Emergency Management** office, which includes related training, support, special committees/work groups (e.g., County Traffic Safety Committee), and EPCRA-related activities for facilities with hazardous materials.
 - **9-1-1 Emergency Communications** for the City is provided by Chippewa County.
 - **Law enforcement** in Wisconsin falls under statewide mutual aid. The City also has an agreement with **Lake Hallie** for law enforcement services.
 - The **City Fire and EMS Department** provides services to the Towns of Wheaton, Eagle Point, Anson, and Tilden. There is also a mutual aid agreement in place for fire and fire responder services in Chippewa County.
 - In conjunction with the Eau Claire Fire Department, the City’s fire department serves as the **Type I HazMat Response Team** for NW Wisconsin.
 - The City participates in the **Chippewa County Hazard Mitigation Plan** coordinated by the County Emergency Management office and the regional planning commission.
- The City is served by the **Chippewa Falls Area Unified School District (CFAUSD)** and **Chippewa Valley Technical College**, which are taxing districts. There eight additional private schools within the zip code, most notably the **McDonnell Area Catholic Schools**. Overall, the City has minimal involvement in school facility planning and operations.
 - There is coordination with schools regarding traffic control and planning surrounding school areas.



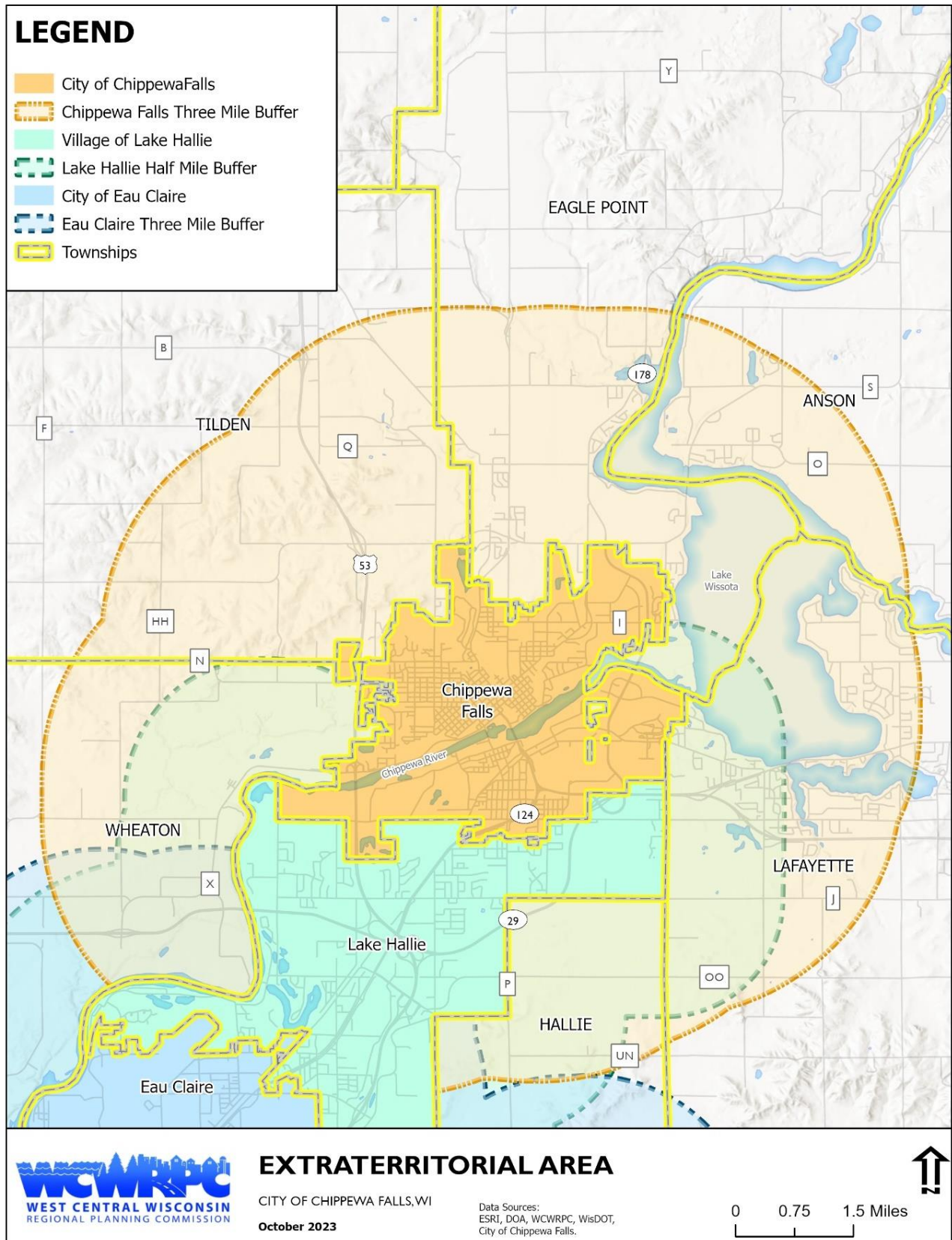
10. INTERGOVERNMENTAL COOPERATION

- The City participates with CFAUSD on Safe Routes to School Planning and projects.
- The schools use some City parks.
- CSAUSD has been purchasing residential properties adjacent to the High School for campus-style master planning. These houses could still be occupied while the long-term plan is being executed.
- The City is located within the Eau Claire-Chippewa Falls metropolitan area.
 - Transportation planning assistance for the urban area is coordinated through the **Chippewa-Eau Claire Metropolitan Planning Organization (MPO)**, which is administered by the **West Central Wisconsin Regional Planning Commission (WCWRPC)**.
 - WCWRPC also administers sewer service area planning for the urban area with the MPO acting as the local water quality advisory committee to the **Wisconsin Department of Natural Resources**.
- Being located in a county that is a member of **WCWRPC** provides additional planning and development support opportunities to the City.
 - For example, WCWRPC is designated as an economic development district by the U.S. Economic Development Administration.
 - WCWRPC has assisted the City in a variety of planning efforts, including this comprehensive plan update.
 - WCWRPC administers Rain to Rivers, a multi-jurisdictional organization conducting stormwater educational outreach, which enables the City to meet municipal separate storm sewer systems (MS4) permit requirements.
- During the planning process, a variety of other nonprofit partners were identified and discussed ranging from emergency services providers to economic development partners to social services agencies.

There are no military installations, lake districts, drainage districts, or additional overlying taxing jurisdictions in Chippewa Falls. A National Guard Armory is located on the far east side of the City.

10. INTERGOVERNMENTAL COOPERATION

Map 17. Chippewa Falls Extraterritorial Area



10. INTERGOVERNMENTAL COOPERATION

10.2 Intergovernmental Issues and Opportunities

In May 2023, representatives from the City, County, adjacent units of government, area emergency response agencies, and schools were invited to participate in an Intergovernmental Cooperation Focus Group meeting. During this meeting, the following potential intergovernmental issues, challenges, strengths, and opportunities were identified:

General

- Relationships between the City and adjacent communities is better, but there are opportunities to improve.
- Communities want to retain their identities and control over services; this is a very significant barrier to sharing some services.
- Resistance to sharing of services; have been study groups in past.
- Different communities have different standards and expectations regarding service levels, training, equipment, response time, etc.
- Dispatch, public health, and I.T. services shared with County.
- Public recreational programs are sometimes viewed as being lower quality compared to for-profit clubs.
- Some communities and services have different employment structures (e.g., union, non-union, contract), which can be a barrier to mutual aid and sharing.
- Potential to collaborate in the construction of new public buildings, such as a new law enforcement building. Opportunities exist to merge departments and share buildings/equipment with other government entities.
- Perceptions of haves vs. have nots in resources, needs, & budget constraints.
- It is important that any service sharing be equitable for all parties. City residents pay more to have a high quality of service.
- Nonprofit organizations are important partners to addressing community needs.
- Seniors may be more inclined to move to the City due to the availability and convenient access to services. However, with an aging population on fixed incomes, the City will find it challenging to provide affordable, quality services while keeping-up with rising inflation if it is unable to grow its tax base.
- The State's plans for the Northern Wisconsin Center are unknown. The property is mostly empty and provides future development/redevelopment opportunities.
- End users care more about quality of service and response times than identity or who is providing the service, especially among younger residents.

Law Enforcement & Emergency Services

- With aging populations, especially outside the City, emergency call volumes are increasing.
- Fire/EMS sharing of services and rising call volumes, staffing challenges, and volunteer numbers for non-City responders is down; revisit cooperative opportunities and consolidation.
- City law enforcement partners with the school for emergency preparedness and outreach.
- Law enforcement sharing of services and rising demand and workforce shortages; towns don't have their own police.

10. INTERGOVERNMENTAL COOPERATION

Infrastructure

- Road/street sharing of services; rising equipment costs, staffing shortages, and limited resources.
- Costs of infrastructure per capita; sharing and collaborative planning could increase efficiency.
- Irregular City border can create challenges and uncertainties for services (e.g., road/highway maintenance and snow removal).
- Need to review the State Highway 29 interchange responsibilities.

Land Use, Economic Development, and Growth

- Levy limits exacerbates intergovernmental conflicts; pits municipalities against one another when competing for tax base and growth; competition for business and investment.
- Limited land available in City for development; City is growing and annexation in future is likely.
- City-County collaboration for business park and economic development is strong.
- Due to the availability of sewer, certain types of development and growth may be better located in the City compared to surrounding communities.
- Sewer service area plan is out of date.
- The City is open to working with surrounding towns to explore cooperative boundary agreements for potential growth areas.

10.3 Community Perspective

Community and stakeholder input regarding intergovernmental cooperation largely consisted of those issues, opportunities, and other comments from the Intergovernmental Cooperation focus group noted previously in Section 10.2. During other focus group meetings, steering committee meetings, and the community survey, additional intergovernmental concerns and partnership opportunities were discussed. The following were most frequently mentioned:

- Coordination of public transportation/shared-ride service so that connections extend beyond the City limits for residents as well as workers and shoppers/visitors who reside outside the City (see **Chapter 4: Transportation**).
- The continued importance of collaborating with the County, the Chippewa County Economic Development Corporation, schools, technical college, Xcel Energy, and other partners on business park growth and economic/workforce development efforts (see **Chapter 8: Economic Development**).
- It is important to coordinate with the schools on parks and recreational activities (see **Chapter 5: Utilities & Community Facilities**).
- Land availability for residential and industrial/business park development in the City is limited. Additional land will likely need to be annexed to the City in the future to meet anticipated growth (see **Chapter 11: Land Use**).

10. INTERGOVERNMENTAL COOPERATION

10.4 Potential Intergovernmental Conflicts

Potential conflicts can be most effectively addressed in a “pro-active” fashion. In other words, pursuing opportunities and maintaining regular communications can often help avoid future conflicts. In light of Sections 10.2 and 10.3, the following potential conflicts may develop through the course of the planning period:

	Potential Conflict	Process to Resolve
1	<p>Growth and land use compatibility adjacent to or near the City’s boundary.</p> <p>The possible future annexation and/or provision of utilities of anticipated growth areas.</p> <p>Extraterritorial plat review authority may overlap with the City of Eau Claire and, in the future, the Village of Lake Hallie.</p>	<ul style="list-style-type: none"> • Maintain communications with Town officials and County planning staff. • Identify anticipated growth areas. • Encourage the sharing of plans with adjacent and overlapping jurisdictions as well as the exchange of comments on draft plans. Strive for plan compatibility. • Enforce subdivision plat review and encourage urban development densities within anticipated growth areas. • Actively participate in sewer service area plan (SSA Plan) updates and encourage consistency between the SSA Plan and the City’s comprehensive plan. • Coordinate with Eau Claire and Lake Hallie when extraterritorial plat review overlaps. • Encourage the creation of cooperative boundary agreements with towns for anticipated growth areas.
2	<p>Disagreements, liabilities, and use conflicts over the use of recreational facilities (i.e., public use of school facilities, school use of City facilities)</p>	<ul style="list-style-type: none"> • Develop recreational use and cost-sharing agreements regarding the use of recreational facilities. • Increase public awareness of any related rules or limitations.
3	<p>Disagreements, liabilities, and cost-sharing conflicts over the provision of emergency services or public infrastructure.</p>	<ul style="list-style-type: none"> • Create committees/work groups to explore alternatives and provide advisory recommendations as needed. • Establish or amend mutual aid or other service agreements as needed. • Maintain regular communications between communities, including between the respective staff providing services in order to foster positive relationships.

10. INTERGOVERNMENTAL COOPERATION

10.5 Intergovernmental Cooperation Goals, Objectives, and Policies

INTERGOVERNMENTAL COOPERATION GOAL

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

Objectives:

1. There is an on-going relationship and joint planning with adjacent and overlapping entities (e.g. County, school districts, towns) to:
 - provide services more efficiently when opportunities allow,
 - anticipate and address potential intergovernmental conflicts, and
 - implement collaborative solutions that advance the goals and objectives of this plan.
2. Transit options exist between the City and the surrounding region.
3. The jurisdiction and responsibilities regarding roads and infrastructure at the City's periphery are clearly defined.

Policies (ongoing decision-making guidance):

1. Maintain, periodically evaluate, and enhance, the many existing intergovernmental relationships previously identified in Section 10.1.
2. Empower and encourage private community groups with solving problems rather than depend on local governments to solve problems.
3. The City will consider the sharing of services, joint equipment, or joint facility construction/ownership (e.g., new law enforcement center) when greater efficiency, cost savings, or other benefits can be achieved, but the costs must be equitable for City residents without sacrificing quality.
4. Continue to explore bulk purchasing arrangements with neighboring local governments for the purchase of such things as road salt, fuel, road work supplies and machinery to lower the unit cost of materials and supplies.
5. Collaborate to encourage the connectivity of streets, routes, trails, and green spaces/environmental corridors.
6. Establish a relationship with a State of Wisconsin contact to maintain awareness of plans and activities for the Northern Wisconsin Center properties and foster potential opportunities for redevelopment as envisioned in **Chapter 11: Land Use**.
7. Implement those policies and strategies found in other comprehensive plan elements that support the intergovernmental cooperation goals and objectives. These include cooperation on:
 - Road maintenance, public transportation connectivity, and transportation safety improvement in **Chapter 4**.
 - Stormwater management, sewer service area planning, emergency services, and other community facilities in **Chapter 5**.
 - Water quality, environmental, and resources conservation efforts in **Chapter 6**.

10. INTERGOVERNMENTAL COOPERATION

- Economic development and business park growth in **Chapter 8**.
- Land use, extraterritorial plat review, and growth area planning in **Chapter 11**.
- Many of the Energy & Sustainability recommendations in **Chapter 12** could be approached in a multi-jurisdictional manner.

Strategies (recommended actions):

City

None.

City in Partnership

1. As envisioned in **Chapter 4: Transportation** and **Chapter 5: Utilities & Community Facilities**, collaborate with West Central Wisconsin Regional Planning Commission, the Chippewa–Eau Claire MPO, and other MPO-member communities to plan for transportation improvements; enhance transportation safety; provide public transit connectivity; and update, implement, and maintain the urban area’s sewer service area plan. (Ongoing)
2. Maintain ongoing communication with schools for long-range campus master planning. (Ongoing)
3. Meet with Wisconsin Department of Transportation, Village of Lake Hallie, and any other stakeholders to establish an agreement(s) on the responsibilities, maintenance, and emergency services/law enforcement for the transportation and stormwater facilities along State Highway 29 and its intersections on the south side of the City. (Short-range)
4. Re-establish the emergency services intergovernmental task force to explore service sharing opportunities for law enforcement and fire/EMS. (Short-range)
5. Collaborate with Chippewa County and the Chippewa County Economic Development Corporation to create a master plan with development and marketing strategy for the expansion of Lake Wissota Business Park. (Short-range)
6. For the growth areas identified in **Chapter 11: Land Use**, engage in conversations with adjacent towns over the importance of City extraterritorial plat review requirements, the potential creation of cooperative boundary agreements, and the possible future use of extraterritorial zoning. (Short-to-Medium range)
7. Meet with schools to review and establish policies and agreements for the use of recreational facilities. (Medium-range)

Non-City

None.

10.6 Intergovernmental Plans and Programs

Numerous Federal, State, regional, local, and private plans and programs exist that assist with intergovernmental cooperation, many of which are summarized in Appendix D. Some of these tools and programs, such as general agreements, intergovernmental boundary agreements, extraterritorial plat review, and sewer service area planning, have been integrated into Section 10.5 and other plan elements.



11. LAND USE

11. Land Use

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

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

11.1 Existing Land Use

Table 8 summarizes the types, acreage, density, and intensity of existing land uses within the City of Chippewa Falls as of January 1, 2023, and corresponds with **Maps 18a, 18b, and 18c** on the following pages.

Table 8. Existing Land Use in Chippewa Falls (as of 1/1/23)

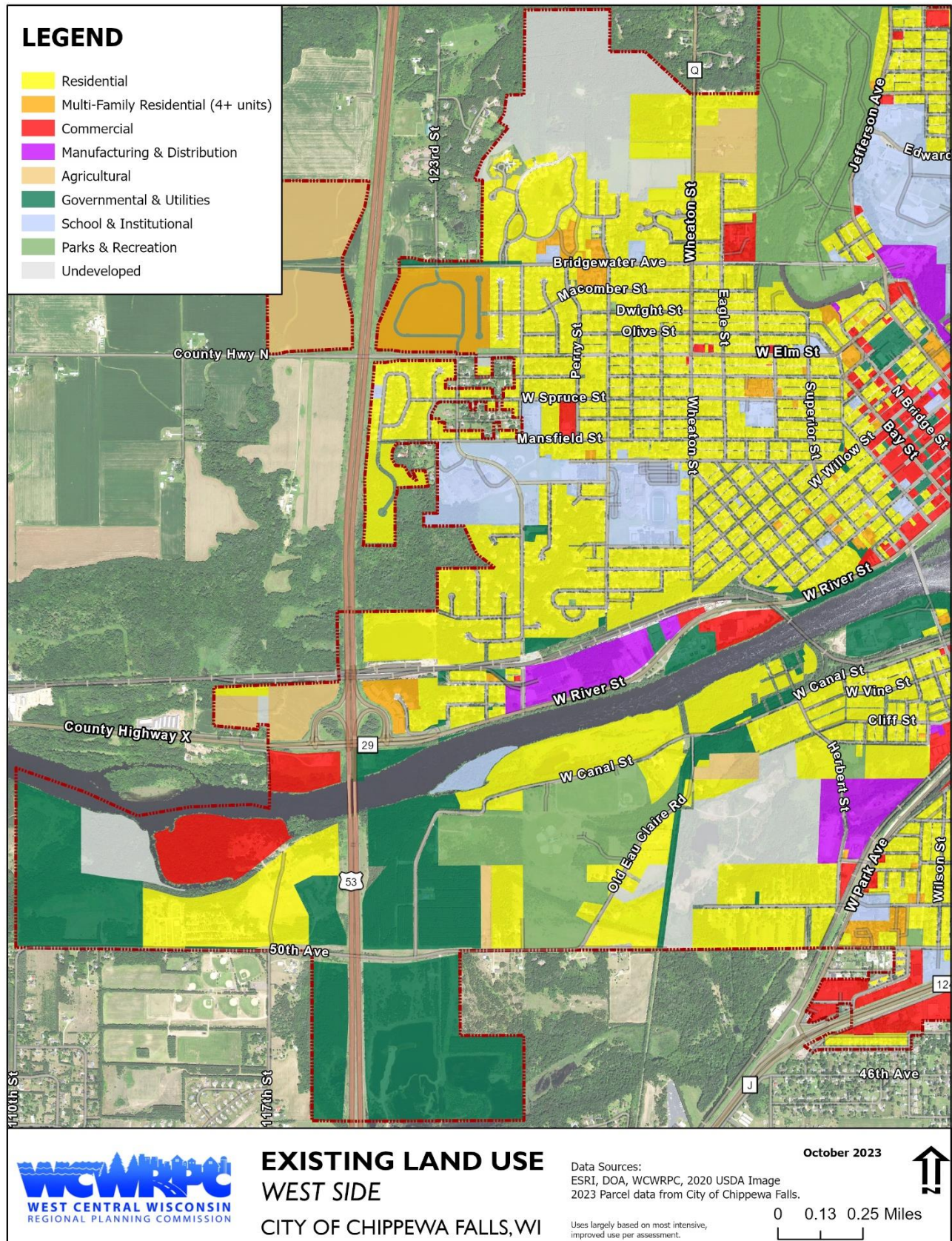
Land Use	# of Parcels	Avg. Parcel Size	Acres	% All Acres	# Parcels <1 ac	%	# Parcels 10+ ac	%
Residential	4,516	0.4	1,612	27%	4,379	97.0%	7	0.2%
Multi-Family Residential	267	0.7	194	3%	229	85.8%	1	0.4%
Commercial	375	1.6	616	10%	278	74.1%	14	3.7%
Manufacturing	108	7.4	796	14%	11	10.2%	20	18.5%
School & Institutional	91	4.8	436	7%	44	48.4%	12	13.2%
Governmental & Utilities	190	5.1	964	16%	108	56.8%	22	11.6%
Parks & Recreation	44	12.0	526	9%	16	36.4%	14	31.8%
Agricultural	15	11.1	167	3%	0	0	5	33.3%
Undeveloped	52	10.9	565	10%	3	5.8%	15	28.8%
TOTAL	5,658	1.0	5,876		5,068	89.6%	110	1.9%

For the land uses in Table 8 and existing land use maps:

- Existing use was determined on a parcel-by-parcel basis in most cases. Parcels were only split for a few of the largest parcels where there were different uses.
- The existing land uses within the City are based on the predominant assessed land use by parcel from GIS data obtained from the State of Wisconsin parcel database, aerial imagery review, and consultation with City Staff and the Plan Steering Committee.
- Generally, for parcels less than five acres with multiple assessment classifications, the most intensive or high-impact land use is shown as the predominant use. For example, a commercial parcel may largely be undeveloped or have residential, such as vertical mixed use downtown.

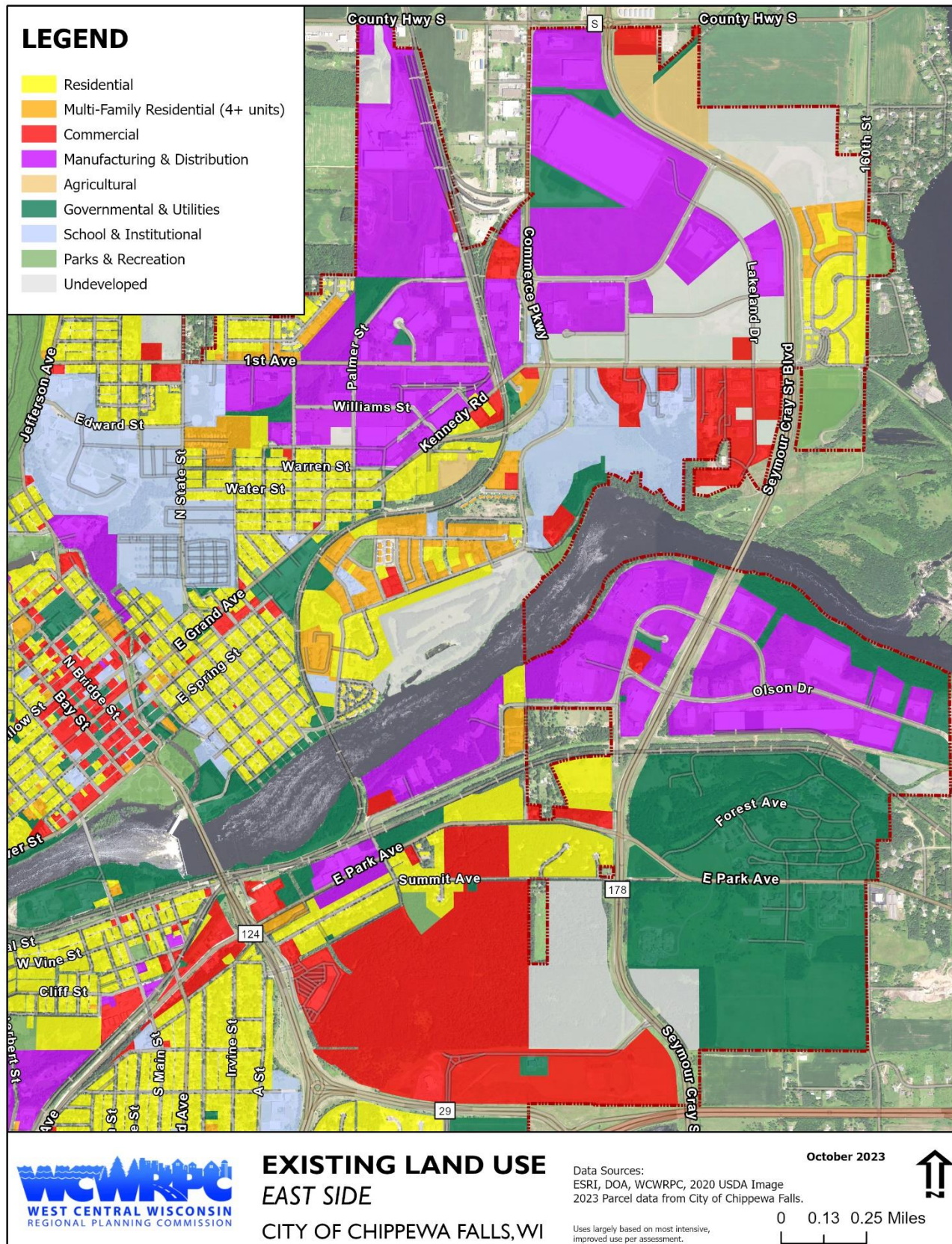
11. LAND USE

Map 18a. Chippewa Falls Existing Land Use – West Side as of 1/1/23



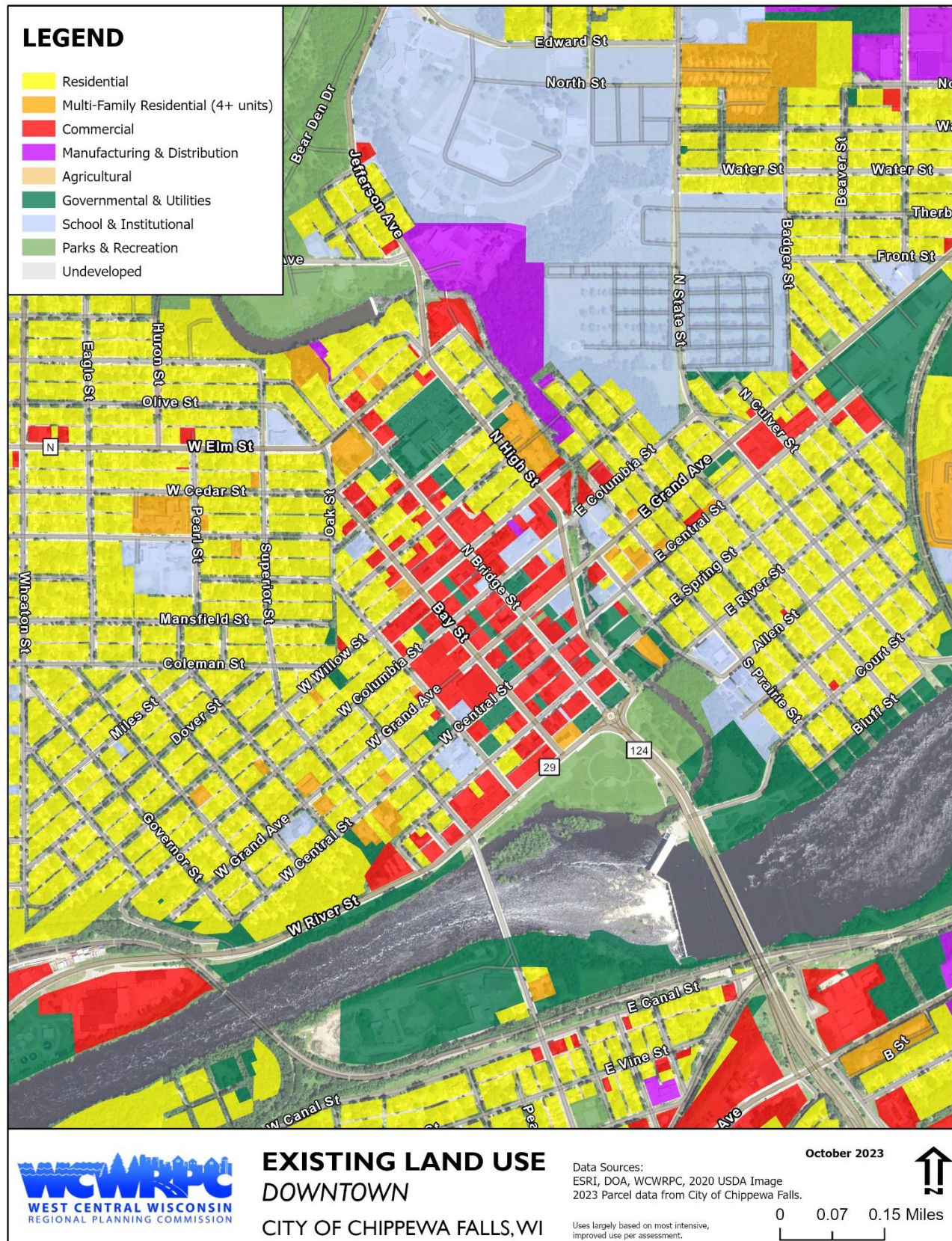
11. LAND USE

Map 18b. Chippewa Falls Existing Land Use – East Side as of 1/1/23



11. LAND USE

Map 18c. Chippewa Falls Existing Land Use – Downtown as of 1/1/23



11. LAND USE

- Generally, for parcels greater than five acres with multiple assessment classifications, the assessed use with the most acreage is shown as the predominant use, unless it was decided to split the parcel.
- Road and other right-of-way are typically not included in the Governmental use totals.

The previous table and maps show that residential is the City's predominant use and nearly all residential development is at urban densities of less than one acre. The residential numbers do include a number of larger parcels with multiple housing units, such as manufactured home parks. The existing Commercial acreage is "inflated" by the approximately 154 acres owned by Premium Waters, which maintains its wellfields in an undeveloped state. Governmental, utility, parks, and outdoor recreational uses represent about one-quarter of all land within the City, though much of this tax-exempt acreage is primarily concentrated in a few areas, such as the Northern Wisconsin Center area on the City's east side, the City-owned property along Highway 53 on the City's southwest side, and Irvine Park on the north side.

Within **Appendix A** is a table comparing the City's assessed acreage by parcel for 2015 and 2023, which yields the following additional insights regarding the City's existing land use:

- Since 2015, total assessed acreage saw the largest gains in residential (+460 acres) and commercial (+425 acres). Forest (-81 acres) and manufacturing (-93) acres saw the largest decreases. All other assessed land uses experienced little change in acres.

When the City's comprehensive plan was last updated in 2012, commercial and industrial property in the City had been steadily increasing. Since then, commercial parcels have continued to increase while there is a slight decrease in both manufacturing acreage and parcels. However, the total number of improved manufacturing parcels have been unchanged since 2015. This reflects the likely need for additional industrial land that has been frequently mentioned during the plan update process.

- The significant increase in commercial parcels (+69) and improvements (+80) is partially due to new rental residential properties (e.g., apartments), which are assessed as commercial and not residential.
- Residential parcels and acreage continue to be a large part of the City's landscape, and residential acreage is often underreported due to the statewide reporting system and requirements. The acreage assessed parcel size was quite low at 0.2 acres.
- The largest average lot size for improved parcels was manufacturing at 6.1 acres. This is relatively low when planning for new industry, though a single manufacturer may have an operation spread upon multiple parcels.

11.2 Supply, Demand, and Price Trends of Land

Many factors influence land supply and demand within Chippewa Falls, including:

- **Demographic Trends** – As discussed in **Chapter 3**, the City is continuing to grow, which increases the demand for residential land and services for this population. However, many heads of household are younger or older with fixed or more moderate household incomes, which is reflected in smaller lot sizes and a relatively high renter population. Further, commuting times have been increasing, demonstrating that the workforce is willing to travel further to between their home, place of employment, retailers, and entertainment. Given such mobility, the quality of life offered in a community becomes an increasingly important factor when determining where a household chooses to live.

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- **Economic Trends** – Since the late 1980s, the value of and price paid for land within the region has seen a steady increase. This increase is not expected to slow, except for variations related to the national economy, such as interest rates. As the agricultural economy has changed over the past fifty years and the number of family farms significantly decreased, the economic functions of our communities have also changed, especially impacting historic downtowns. As a result, the types of services available in small communities have changed, with retail often increasingly replaced by larger chain stores (e.g., Menards, Walmart) in larger communities. Increasing commuter-sheds and the emergence of e-Commerce have also impacted these economic trends. Being a relatively larger city and a regional employment center, the City of Chippewa Falls has been able to withstand many of these trends and continues to have a very vibrant commercial core.
- **Housing Costs** – In recent years, shortages in construction supplies and workers, combined with other market and financial factors, have contributed to higher construction costs and home prices. Fewer new homes were being added to the market. And more households were choosing to rent or to renovate their homes rather than buying a new home.
- **Public Infrastructure** – Public infrastructure, especially transportation and water and sewer utilities network, contributes to the overall development pattern of the City as the network provides access to buildable land. Infrastructure improvements along State Highway 29 and the Chippewa Crossing intersection area are driving new growth on the City's south side.
- **Proximity** – Chippewa Falls is part of the larger Eau Claire metropolitan area, which continues to grow. Homebuyers desiring larger lots may be inclined to look outside the City to surrounding towns due to a lower cost per acre.
- **Natural Amenities** – The City of Chippewa Falls is home to Duncan Creek, the Chippewa River, and many outdoor recreational opportunities. Such natural features and open spaces make the community more attractive and can attract workforce but, in some cases, can also pose barriers to development. This is particularly true for Lake Wissota on the City's east side.

Two indicators of a dynamic economy and potentially changing land use patterns are land sales and prices. These two indicators show a demand to convert undeveloped or under-developed land to more intensive uses such as residential, commercial, or industrial. In turn, additional community services may be needed to support this change.

The 2015 and 2023 land use table in **Appendix A** referenced in the previous subsection also provided the following insights regarding assessed land values within Chippewa Falls:

- Land values per acre in the City are highest for residential parcels, though the average acreage per parcel is 0.2 acres.
- The residential land value per acre decreased significantly from 2015 to 2023, while the improved value per parcel increased significantly. This suggests that the cost of the improvements (i.e., the home and accessory buildings) may be a larger barrier for homebuyers, unless they desire a larger lot.
- Commercial and manufacturing land values per acre have not changed significantly from 2015 to 2023. Commercial improvement values experienced a significant jump, perhaps reflecting the multi-family residential growth in recent years. The improvement value for manufacturing saw a very large decrease, though its value per acre remains the highest in the City.

While the manufacturing assessed land values have decreased, a commonly mentioned theme throughout the planning process was a need for additional developable property, in particular for residential and industrial/business park development. This assessment information can help indicate land prices but not market prices. This information has certain limitations due to assessment methods, timing, and whether a particular assessor has completely established current fair-market value comparables for a given community. The State of Wisconsin attempts to equalize values so communities whose assessments are in different years will have assessments that are fair. Eventually all assessments are supposed to reflect a fully equalized, fair-market value of property.

11.3 Barriers to Development and Land Use Conflicts

No critical land use conflicts were identified during the plan update. The following are the key potential development barriers and land use conflicts:

- **Map 13** in **Chapter 6** previously identified the environmentally sensitive areas (ESAs) in the City as defined within the *Chippewa-Eau Claire Urban Sewer Service Area Plan* (i.e., surface waters, 100-year floodplains, wetlands, steep slopes). These ESAs pose natural barriers to development.
- The City has limited land within the City's corporate boundary to accommodate larger developments, in particular for housing and expansion of the business park. The annexation process is largely driven by landowners and the location of the Village of Lake Hallie limits City growth to the south. Development densities in some nearby areas of surrounding towns may not be cost-efficient for future public utilities if annexation was proposed.
- As of Fall 2023, the *Chippewa-Eau Claire Urban Sewer Service Area Plan* (SSA Plan) is very outdated with the last full updated in 2005-2006. The City's 2020 population growth had already exceeded the 2025 growth projections in the SSA Plan. Further, the City's growth areas in the SSA Plan were based on the City's December 1999 Comprehensive Plan.
- The highway system, in particular U.S. Highway 53 and State Highway 29, pose barriers to development, though not unsurmountable. Crossing these highways with utilities can be more costly.
- The lack of flexibility in existing land use regulations can pose a development barrier or create administrative challenges in some situations. For instance, a proposed, desirable project that is potentially good for the community may not qualify for a variance and is not appropriate to be addressed as a planned unit development if it is only 1-2 small parcels. The City lacks a clear process for staff and/or the Plan Commission to handle such situations.
- There are significant gaps in the City's sidewalk system and waiving requirements to install and maintain sidewalks establishes a precedent. A clearer policy may be needed.

11.4 Opportunities for Infill or Redevelopment

As a city with several neighborhoods, there are numerous sites in the City that have opportunities for infill or redevelopment. Generally, it is recommended to prioritize infill, adaptive reuse, and redevelopment over the development of new growth areas when possible. The following most notable opportunities were discussed during the plan update.

- Encouraging residential development or adaptive reuse on the second story of downtown buildings (vertical mixed use).

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- Redevelopment along Duncan Creek providing stronger connectivity between downtown and Leinie Lodge.
- Xcel Energy Coal Site on Court Street, likely as parking for Riverfront Park and Allen Park.
- Potential opportunities for redevelopment of the former landfill site and wellfields on the south-southwest side of the City, perhaps for a specialized recreational use.
- On the City's southside, east of the railroad tracks, is a site formerly used for non-metallic mining and/or the storage of construction material that may offer a redevelopment opportunity for residential in the future.
- The former Timber Terrace golf course (about 50 acres) is no longer in operation and could potentially be redeveloped as a different compatible use. The presence of 100-year floodplain limits some of the redevelopment opportunities.
- Premium Waters owns 153.8 acres on six parcels on the City's south side. The company has kept most of this land in an undeveloped state in order to protect its wellfields. Should the company desire to sell this land in the future, it would offer a significant development opportunity, but this acreage is not considered available for infill or development at this time.
- There are also six State-owned properties totaling 335.4 acres on the southeast side of the City (e.g., Northern Wisconsin Center, Wisconsin National Guard) that could potentially be a long-term redevelopment opportunity, perhaps in part. Outreach to the State to obtain long-range plans has been unsuccessful, so this acreage should not be considered available for redevelopment.

11.5 Projected Land Use Supply and Demand

In accordance with State planning law, comprehensive plans must include 20-year land use projections in five-year increments. As such, this plan has a year 2044 planning horizon. Future land use activities and their resulting change to the landscape over the next 20-year period are difficult to predict. Changes in the local or national economy, natural disasters, and the overall change in year-round residents are some of the factors that can influence how land use activities may change in the future.

Table 9 below provides projections for the total acreage that will be utilized by residential, commercial, industrial, and agricultural land uses through the year 2045 for the City of Chippewa Falls.

Table 9. City of Chippewa Falls Projected Land Use Demand, 2020 - 2045

Year	Population	Renter/Owner Housing Units Needed	Residential (acres)	Commercial (acres)	Industrial (acres)	Agriculture (acres)
2020/2023	14,731	77/66	1,612 (2023)	616 (2023)	796 (2023)	167 (2023)
2025	15,247	32/155	+37	+50	+200	-25
2030	15,780	161/175	+74	+25	+0	-25
2035	16,333	179/195	+95	+25	+200	-25
2040	16,904	173/189	+106	+25	+0	-25
2045	17,496	142/154	+103	+25	+200	-25
Difference	+2,765	765/934	+500	+150	+600	-125

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These projections are largely driven by the population projections in the second column, which are taken from the alternative projections prepared for the City in **Table 2**. The acreage estimates in the first row are the same as 2023 estimates from the existing land use table and map in Section 11.1. This table is one picture of what may occur, and the future will largely be determined by population changes and the manner in which the City guides, attracts, and manages growth. Given this uncertainty, these projections should be used for general planning purposes only.

The previous land use demand projections are based on the following assumptions:

Residential Land Use Growth Projection

The Chippewa Falls housing market is extremely tight and the need for additional housing was the most frequently mentioned concern during the planning process. The estimated housing units in the third column were taken from the estimates prepared in **Table 6**; see Chapter 3 for details and qualifiers of these projections, but it assumed that the general mix of rental to owner housing will remain unchanged. While the 2020 residential acreage demand in the previous table reflects current residential acreage, it does not accommodate the 2020 housing units still needed in the first column. To account for this, the 2025 residential acreage demand is based on the total 2020 and 2025 housing units needed. Based on past and anticipated residential densities the following additional assumptions were used to project residential land use:

- Renter units – While Chippewa Falls has over 3,100 rental units, it has less than 200 acres primarily used for multi-family residential. Projected rental acreage is based on an average of one rental unit per 0.08 acres, plus an additional 15% in acreage demand to accommodate infrastructure, common spaces, and market factors.
- Owner units – It is assumed that the majority of new residential development will continue to be smaller residential lots averaging 0.4 acres, based on current residential development patterns within the City. An additional 15% in acreage demand is also included to accommodate infrastructure, common spaces, and market factors.

Commercial Land Use Growth Projection

From 2015 to 2023, assessed commercial acreage in the City increased by 53 acres on average per year. The average parcel size was 6.2 acres for this new acreage. It is believed that a significant portion of this more recent commercial development was apartment buildings of four or more units; this is why the assessed commercial acreage is significantly higher than the acreage of commercial property shown in the existing land use table and maps. Some warehousing/distribution development in the Lake Wissota Business Park is also part of this newer commercial acreage. And a sizable portion of the remaining new growth is likely development in the Chippewa Crossing Boulevard area on larger parcels. It is also not known how many of the new commercially assessed properties over the past five years were previously developed for other uses (i.e., adaptive reuse) vs. new construction.

For the growth assumptions in Table 9, the projections provide for an additional demand of ten commercial acres per year on average through 2025, then 5 acres/year thereafter, not including rental housing. This more moderate demand in part reflects that the Highway 29 interchange area will be fully developed over time and the community did not express a great need for additional commercial acreage during the plan update process.

Industrial/Manufacturing Land Use Growth Projection

From 2015 to 2023, assessed manufacturing acreage decreased. This is not a reflection of decreasing demand, but due to formerly assessed manufacturing property being reassessed as commercial (e.g., construction of a distribution warehouse that does not predominately serve a manufacturer). The City also saw a decrease in the

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manufacturing jobs since 2010, though this sector continues to be a very strong employment source with a high location quotient; this could attract related businesses and services to the community. The decline in manufacturing jobs is due in part again to the reclassification of some manufacturing properties to commercial classification, as well as many manufacturers investing in technology and automation to fill vacant labor positions.

Projecting industrial development is a challenge since many factors influence growth and the land needs of different manufacturers can vary significantly. Economic development contacts within the region suggest that larger industrial or business park lots are often desirable when attracting new development – it is easier for developers to subdivide land as opposed to assembling parcels. When it relates to size, the bigger the better. The *Chippewa County Business Park Feasibility Study* completed in 2019 identified that “...having a shovel-ready site of over 200 acres could be a competitive advantage in this region.”

The growth assumptions in Table 9 suggest an additional 200 acres be provided for industrial uses within the next five years to accommodate one or more larger developments; while the Lake Wissota Business Park has some sites available, it does not have room to accommodate a new, large industrial user. Additionally, the demand projections assume an additional 200 acres will be needed every ten years thereafter.

This is not a land use projection for the Lake Wissota Business Park. A business park can include uses that are complementary to or supports manufacturing, such as warehousing, research & development, offices, and certain service businesses. As such, projecting business park acreage would include parts of both manufacturing and commercial use projections, and could even include some parks or open space.

Agriculture Land Use Growth Projection

Generally, agricultural lands within the City limits are likely to be developed over time as the private marketplace and development limitations allow. As more development occurs, agricultural acreage within the City will decrease overall, even though there has been nearly no net change in agricultural acreage between 2015 to 2023. Given that developable land within the City is limited, Table 9 suggests a 25 acre/year decrease in agricultural land use as these areas develop, though this rate of decrease is expected to vary.



Existing Supply vs. Projected Demand – Growth Capacity

As discussed in Section 5.1, the City's sanitary sewer and water system have adequate capacity for the projected growth, unless an unusually heavy water user is proposed. However, the lack of available land is a primary limiting factor. In all, Table 9 projected that 1,250 acres of developable land would be needed within the 25-year planning period:

- 500 acres of residential land
- 150 acres of commercial land
- 600 acres of industrial land

As noted in Table 8, there are approximately 732 acres of Undeveloped and Agricultural lands consisting of 67 parcels. Only 15 of these undeveloped parcels were 10 acres or larger, with the largest being 60 acres. Further, not all of this land is developable due to site characteristics (e.g., size, dimensions, location), development limitations, and available infrastructure. As will be discussed later, about 143 acres of these Undeveloped and Agricultural lands are environmentally sensitive areas, further reducing the potentially developable land to 589 acres. And while there are undoubtedly opportunities to subdivide and develop other parcels in the community, the intentions of private landowners are also not known.

During the planning process, the need for additional residential and industrial/business park land was frequently mentioned. When considering likely future land uses, the City only has very few areas that could accommodate a larger residential subdivision and no large options for a larger industrial or warehousing development. There would also likely be additional supportive uses (e.g., parks, commercial business services) that would accompany new residential or business park development. While the residential and commercial land needs could partially be met through infill, redevelopment, and adaptive reuse in the short-term, it is clear that the City's existing land base is insufficient to meet the community's anticipated growth.

11.6 Preferred Future Land Use Plan Map

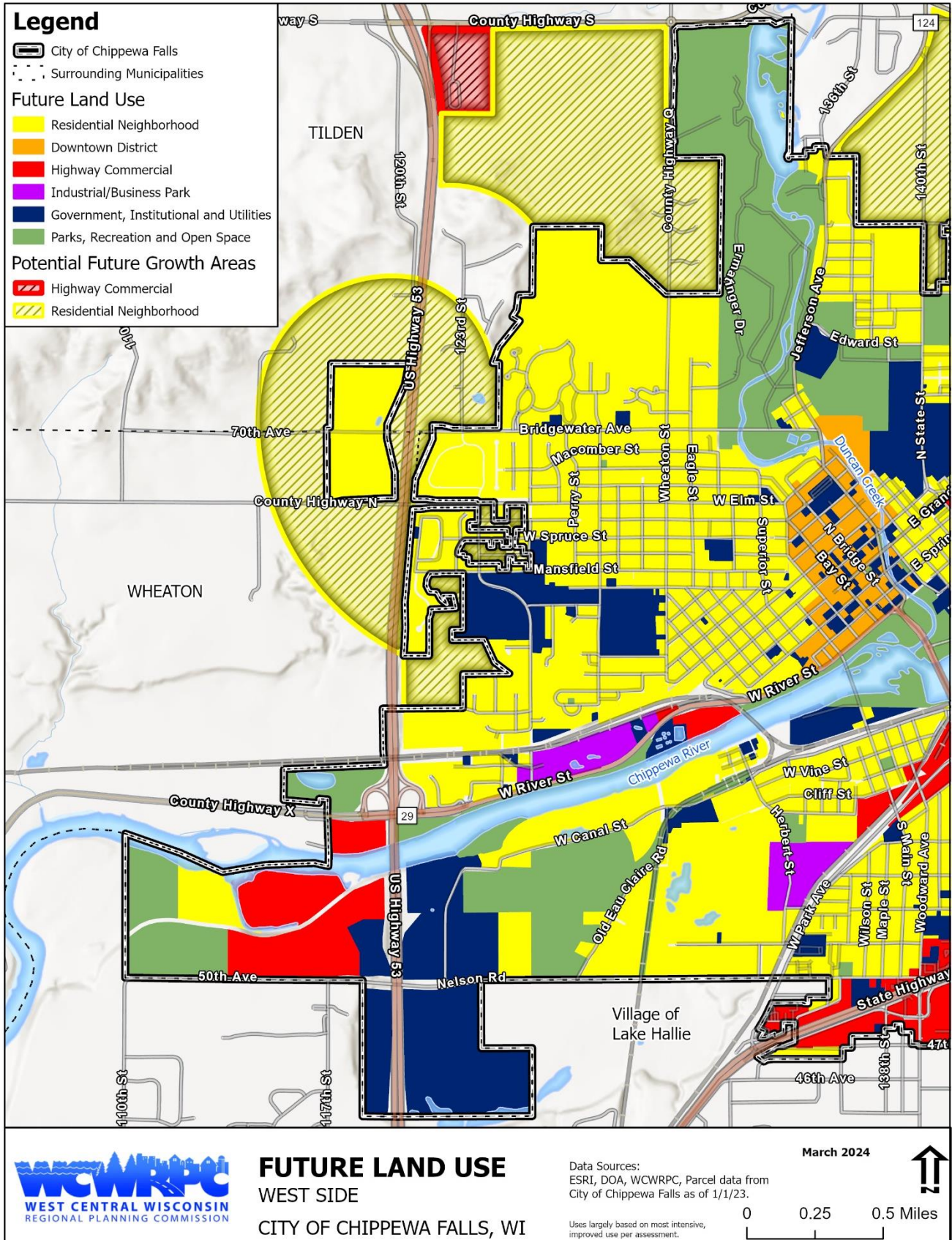
The Preferred Future Land Use Plan Map (Maps 19a & 19b) is intended to be a general guide for development and a basis for applying the goals, objectives, and strategies in this Comprehensive Plan. As a decision-making tool, it is important that it be regarded as general in nature and should not be used for site-specific decisions. It is for this reason that only general locations for various land uses are shown on the map. The map is long-range and will need to be reevaluated periodically to ensure that it remains consistent with changing trends and conditions. The City should utilize this map when acting on zoning decisions, amendments to the City's zoning map, and for other land-use decision making. Concurrent review of the future land use map and the City's zoning map will ensure consistency between planning and zoning decisions. Zoning decisions must be consistent with the City's Comprehensive Plan.

Preferred Future Land Use Map (Maps 19a & 19b)

Maps 19a & 19b on the following pages represent the general, preferred development vision for Chippewa Falls over the next 20 years (2024-2044). The Preferred Future Land Use Map (or future land use map) has been developed based on the existing and future land use assumptions, a review of demographic and background data, trends in land use over the past several years, the efficient provision of municipal services, and the community's desires for future development as reflected by the vision, goals, and objectives of this Comprehensive Plan update. The City does not assume that all areas depicted on the future land use map will develop during the next 20 years.

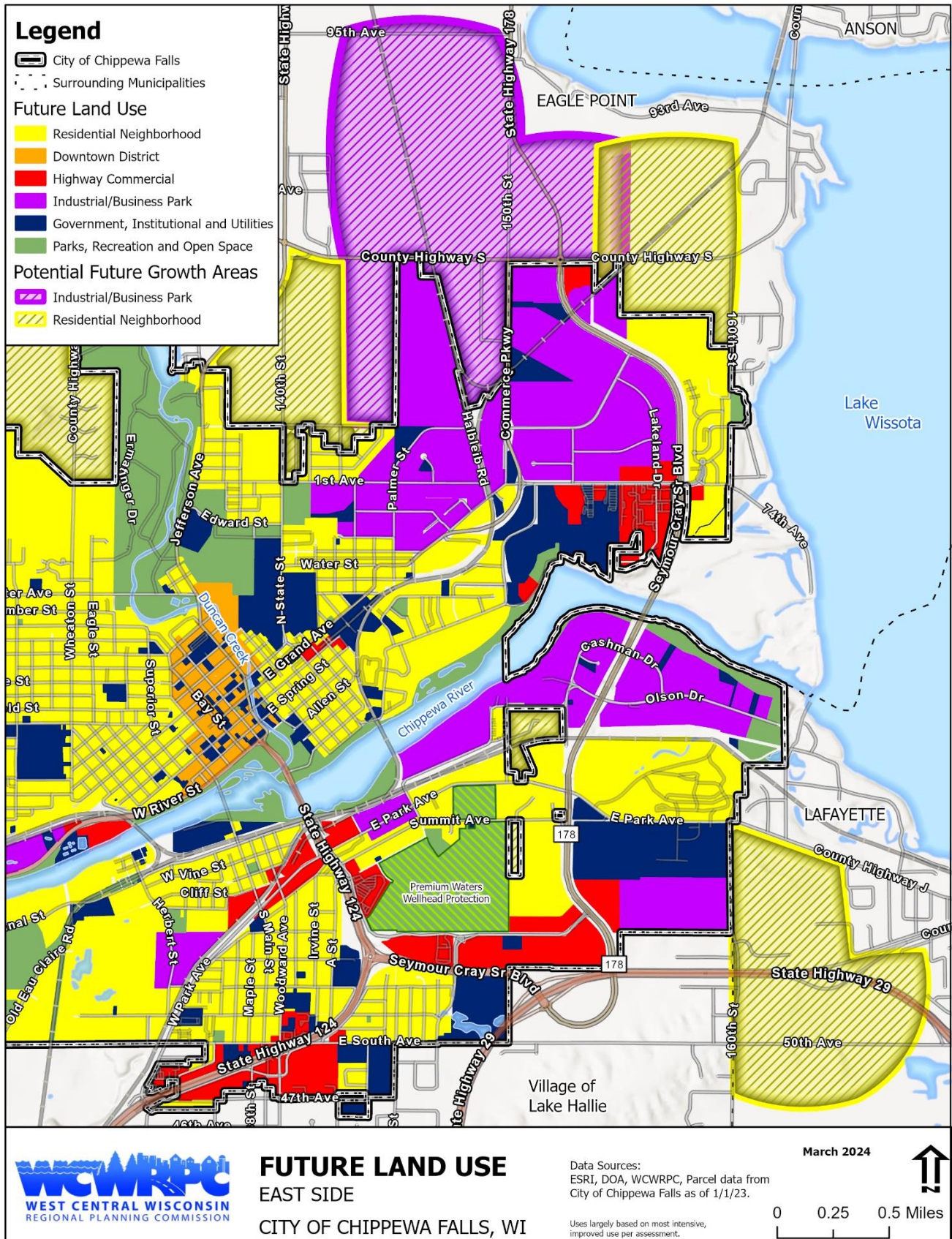
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Map 19a. Chippewa Falls Preferred Future Land Use Map – West Side

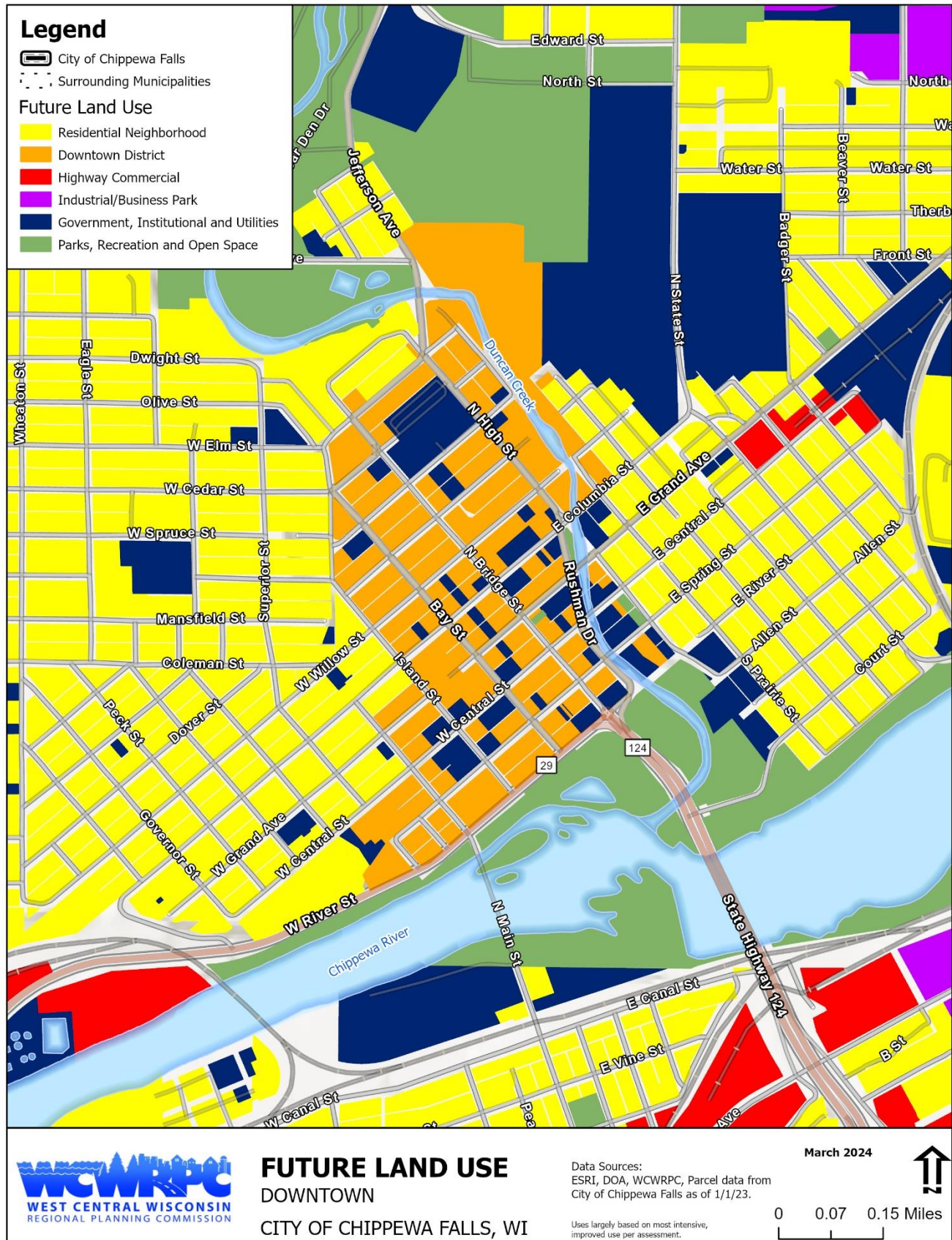


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Map 19b. Chippewa Falls Preferred Future Land Use Map – East Side



Map 18c. Chippewa Falls Preferred Future Land Use Map – Downtown



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The future land use map is also generalized and some existing land uses differ from the preferred land uses. While the City should strive towards consistency between preferred and actual land uses, there is not an expectation that all such existing “non-conforming” uses will be changed during the planning period for greater consistency. In short, some differences between the future land use plan map, the zoning map, and actual land uses will exist, though the plan and zoning ordinance may still be deemed consistent.

Future Land Use Classifications

The following land use classifications are descriptions used to define areas within the City that are desired to generally be of consistent character, use, and identity as shown on the Preferred Future Land Use Plan Map (Maps 19a & 19b). Again, these are not zoning districts. The compatibility of uses, form, and context within each classified area are emphasized. A mix of uses in a single category are often appropriate, if not desired, offering greater flexibility to address site conditions, market demand, and community goals. Yet, it is still important to evaluate proposed development, infill, and adaptive reuse projects to prevent use conflicts and for harmony with the surrounding environment.

Residential Neighborhood

Residential uses dominate these areas, though other compatible low-impact uses may also be appropriate such as a corner store or tavern, certain home-based businesses, schools, parks, churches, community gardens, and cemeteries. While neighborhood-level planning and development is encouraged, especially for new residential growth areas, this category also includes some scattered housing within a more structured, neighborhood setting.



Residential Neighborhood areas may vary in form, building types, and building styles. The most common form in Chippewa Falls will be smaller, single-family or duplex residential lots, shallow-to-medium front and side yards, and 2- to 3-story buildings. Some small apartment buildings and scattered commercial buildings are not uncommon. Streets with curbs, sidewalks, and vegetated verge are typical.

Highway Commercial

This category includes businesses offering retail goods and services as well as business offices located primarily along highways, but excluding the Downtown District. Certain institutional uses and utilities may also be compatible within this area. This area tends to be a more automobile-oriented development typically with on-site parking. Multi-family housing and group homes may be appropriate, especially as a transition between these areas and Residential Neighborhoods.

The character of the Highway Commercial areas in Chippewa Falls can vary greatly in lot size, building height, and style. Setbacks are often fairly deep, often for on-site parking. Landscaping between the highways and structures should be encouraged for aesthetics and other benefits as long as it is not at the expense of traffic safety. While these areas often require additional site lighting, it should be limited when possible. When a large, multi-parcel development is proposed, there may be opportunities for shared stylistic themes/branding,

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enhanced connectivity, and shared infrastructure. Many structures will be single story, and most will not exceed 4- to 5-stories.

Downtown District

The Downtown District is the traditional commercial hub of the community with a full range of services and a diversity of uses in a pedestrian-oriented setting. In addition to retail and service businesses, this area includes uses such as business offices, civic buildings, hotels, parks, entertainment, and compatible light industry, cultural uses, and transportation activities. Downtown residential uses are encouraged, with a preference for vertical mixed-use and multi-family housing (e.g., apartments, row houses), with some existing, older single-family homes.



As the City's urban center, the Downtown District contains a high density of mixed-used buildings with a tight network of streets, shallower or negligible building setbacks, and wider sidewalks. Buildings are often attached with shared, party walls; a continuous façade wall with ground floor commercial and services is preferred in the downtown's core. Taller buildings (4+ stories) are often appropriate. Smaller parks, plazas, and community gathering places may be desired.

Industrial & Business Park

This area is dominated by manufacturing, research and development, warehousing, distribution, and storage activities. This category includes office parks and business parks, such as Lake Wissota Business Park, which are larger tracts of land with a number of separate businesses, offices, light manufacturing facilities, and accessory and supporting retail and service uses. As such, this future land use category addresses both the industrial and commercial projected land use needs. Compatible governmental and institutional uses may be appropriate within this area, such as technical colleges, business incubators, and health services. The City will apply different standards when siting or planning for heavier industries with significant external effects or those which pose significant risks, such as extraction/mining or the use/manufacture of extremely hazardous materials.

Industrial & Business Park areas will vary in form, though larger lots and larger setbacks will dominate. Internal streets are often wide in order to accommodate transportation. Similar to Highway Commercial, site lighting is necessary, but should be limited when possible. Landscaping and multi-modal connectivity is encouraged. Taller buildings (4+ stories) are often appropriate.

Institutional & Utilities

These areas are dominated by a public or private institutional use or utility, excluding recreational uses. Most institutional uses are nonprofit in nature and provide a public service, such as governmental offices, correctional facilities/jails, group homes, treatment facilities, educational facilities, churches, community centers, or culture/history centers. Institutional uses, utilities, and other infrastructure can be found in most other categories throughout the City.

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Institutional & Utilities uses will also vary in form, often with general characteristics and desired design similar to Industrial & Business Park areas. Additional care must be taken when such areas are within Residential Neighborhoods.

Parks, Recreation, & Open Space

These are parks, trail/trailheads, outdoor and indoor recreational facilities, and green/open spaces, which are not planned to be developed as a more intensive use in the future. The Northern Wisconsin State Fairgrounds falls into this category.

Some of these uses are also present in the other more developed areas, such as Harmony Park in the Downtown District and the YMCA facilities within a Residential Neighborhood area. Environmental corridors, trail systems, and waterfront walkways can also span across any of the other use categories.



Potential Future Growth Areas

Based on the previous land use projections, the City expects that the existing developable land within the City will not fully meet projected market demands, especially for business park expansion and residential growth. As such, some incorporation of additional land through a boundary agreement or annexation in the future is likely.

The potential growth areas on the Preferred Future Land Use Map (Maps 19a & 19b) generally show those areas in which the growth of Chippewa Falls could best occur in an efficient and desirable fashion when considering existing land use, growth trends, development limitations, infrastructure availability, and land use goals. The City also desired to avoid the creation of “town islands” and eliminate existing islands when identifying the potential growth areas.

The potential growth areas shown on the map are very generalized, with predominant desired use, and do not represent firm boundaries. There is not an expectation that all growth areas will become part of the City and developed within the 20-year planning period. Further, the growth areas were identified without consultation with the landowners in these areas and the inclusion of the growth areas on the map is not an initiation of an annexation or boundary agreement. In short, these growth areas are for general planning purposes only.

Considering Service Boundaries, Development Limitations, & Market Factors

During the creation of the Preferred Future Land Use Map and the identification of the future growth areas, three additional factors were considered:

- 1. Public Utility & Community Facility Services**
- 2. Development Limitations**
- 3. Market Factors**

When comparing the future land use map to the previous land use projections, it must be remembered that some areas within the City have development limitations, such as wetlands, steep slopes, and 100-year floodplains. For example, there are about 109 acres of environmentally sensitive areas located within the 565

11. LAND USE

acres of Undeveloped land shown on the existing land use map. Developable acreage would be further decreased by any needed streets, stormwater management facilities, neighborhood parks, etc.

In addition, allowances and flexibility must be made for the market, which greatly influences land availability and demand; some landowners may be unwilling to sell, while available land characteristics may not meet all development needs. This would include the State-owned properties on the City's east side—the current Veteran's Home, Armory, and Correctional Treatment Center are anticipated to continue operations, while the remaining State property could potentially be redeveloped in the future as reflected on the future land use map. For such reasons, the acreages in the future land use map must meet or exceed the previous land use projections for residential, commercial, and industrial uses. Some accommodation for infrastructure, common spaces, and market factors were included in the residential projections by adding 15% to the acreage demand.

Functionally, the future land use map (Maps 19a & 19b), the utility service area maps (Maps 9, 10, & 11 in **Chapter 5**), and the environmentally sensitive areas (ESAs) map (Map 13 in **Chapter 6**) in this plan should be used in tandem. The ESAs in particular should be considered as an overlay of the future land use map. Encroachment on ESAs should be avoided if possible, and development in some areas may require study prior to approval or special mitigation action to prevent or mitigate undesired impacts.

For convenience, **Map 20** on the following page overlays the current, approximate municipal water service area and the ESAs. This approach serves as a reminder that even though the future land use map indicates an area may be designed for infill or growth, additional limitations to development can exist.

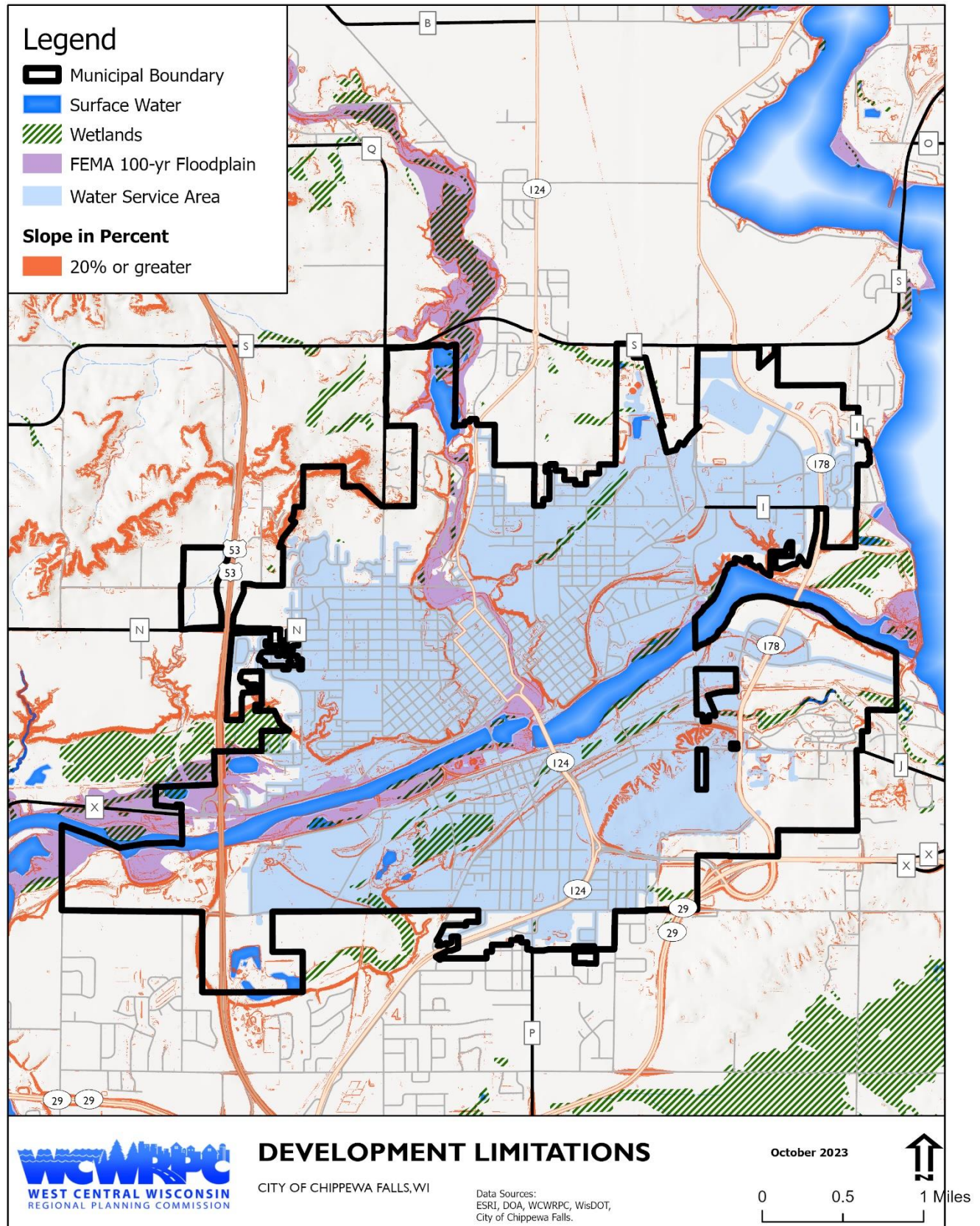
11.7 Community Perspective

Community Survey

The 2023 comprehensive plan community survey did not include many questions specific to land use. Overall, most respondents (69%) felt that Chippewa Falls should continue to be much like it is today. The survey results further suggested:

- Quality of life and the quality of the neighborhood are important reasons why residents choose to live in Chippewa Falls.
- While the City has a relatively high proportion of renters, a strong majority of survey respondents would prefer to own their own home within five years.
- 50% of respondents would prefer to own a larger single-family home (2,000+ sf) versus 37% would prefer a smaller “starter” home, with the remaining 13% preferring a variety of housing types.
- As discussed in **Chapter 6**, there is strong support for natural resources-related measures, such as preserving open space and protecting water quality.
- The appearance and upkeep of buildings and yards is very important as well as historic preservation. This was also frequently mentioned during the focus group meetings.
- A strong majority of respondents believe that it is important to protect quality of life and property values from the impacts of activities on nearby properties.
- Nearly all respondents believe that new development should occur in a planned and orderly manner.

Map 20. Municipal Water Service Area & Development Limitations



Other Community Comments

The following additional land use-related themes were expressed during the plan update steering committee and focus group meetings:

- Quality of life, sense of place, and the City’s natural, recreational, and historical assets are very important. Young people are choosing to reside in Chippewa Falls since they can have the “best of both worlds”; it is a “small town next to a big city”, while also being relatively close to the Twin Cities.
- Chippewa Falls lacks developable land for growth. More land is needed for housing development and the expansion of the business park in particular.
- As the City’s population continues to age, aging in community/aging in place is growing in importance. The City must be accessible and welcoming to all people regardless of age and ability.
- Strengthen multi-modal connectivity between destinations and within the downtown.
- New neighborhoods should be appealing and foster a sense of place.
- The strong sense-of-place in downtown Chippewa Falls is core to the community’s identity. New commercial development elsewhere in the community should be balanced with downtown goals so not to hurt vibrancy downtown.
- Continue to take advantage of the Chippewa River and Duncan Creek; strengthen related connections. Allen Park is under-utilized.
- Encourage infill and adaptive reuse, including second-floor residential in buildings downtown. Explore or encourage more vertical development.
- There is a perceived lack of parking downtown. Parking challenges would be exacerbated with more downtown housing.
- Infrastructure and services costs should be equitable for everyone based on forecasted/realized benefits.
- Provide for greater flexibility in land use ordinances to accommodate beneficial development proposals that do not strictly meet all code requirements.

Some additional comments have been integrated into the previous subsections of this plan element.

11.8 Land Use Goal, Objectives, Policies, and Strategies

LAND USE GOAL

The growth and development of Chippewa Falls contributes to a high quality of life and sense of place, preserves the natural resources and environment, and reflects community values.

Objectives:

1. Land use and development occurs in a manner that maximizes economies of services and infrastructure; reduces negative impacts on the environment, economic activity, and society; promotes community identity; strives to preserve valued historical resources; and employs incentives to achieve desired land use patterns.
2. Pedestrian-oriented mixed uses, traditional neighborhood design, adaptive reuse, and infill development are prominent in the City.

3. The City and its neighborhoods have a unique sense-of-place.
4. Downtown is easily accessible and a thriving home to a wide variety of different businesses and housing types.
5. Encourage partnership and collaborative planning, while avoiding land use and intergovernmental conflicts.

Policies (ongoing decision-making guidance):

1. New subdivisions and development projects should be visually interesting with a varying design aesthetic that fosters a sense of place.
2. When evaluating infill, adaptive reuse, a mix of uses, or planned development, a greater emphasis should be placed on the form, potential impacts, and quantitative effects of the specific project, rather than general land use categories.
3. Promote mixed-use development and walkable neighborhoods, with strong multi-modal connectivity between community destinations and housing options near the City's employment centers.
4. Continue to find a balance between development in outlying areas of the City and a healthy and vibrant downtown.
5. As opportunities allow, establish green corridors with walking/biking trails along Duncan Creek and the Chippewa River and between conservancy areas, while enhancing pedestrian connectivity between Allen Park and Riverfront Park.
6. Provide greater attention to promoting quality rehabilitation, redevelopment, or infill of a mix of compatible uses at the periphery of downtown Chippewa Falls.
7. Continue to implement the policies and recommendations found in other plans, such as the City's Outdoor Recreation Plan, Capital Improvements Plan, and Downtown Riverfront Plan.
8. Continue to enforce stormwater management, erosion controls, and wellhead protection when considering and permitting new development.
9. Continue to utilize official mapping to designate public right-of-way and site boundaries for streets and recreational facilities for anticipated growth areas within the City.
10. As the need arises, coordinate with the City of Eau Claire and, potentially, the Village of Lake Hallie to determine extraterritorial plat review authority for extraterritorial areas that overlap.
11. Encourage regular updates of the Chippewa Falls-Eau Claire Urban Sewer Service Area (SSA) Plan that are consistent with the City's Comprehensive Plan with a SSA boundary that reflects the City's anticipated growth areas.
12. The Land Use element is a culmination of the other plan elements and how those elements impact the landscape. As such, the other plan elements have land use-related policies and strategies, most of which are not repeated here. Some of these are reflected in the Preferred Future Land Use Map, however.



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The City should implement those policies and strategies found in other comprehensive plan elements that support the land use goal and objectives, such as:

- **Housing (Chapter 3):** Includes recommendations regarding a review of the City's land use regulations for neighborhood design, allowing infill and adaptive reuse, housing affordability, and performance criteria when City assistance is provided, vacant building registration, and a rental property ordinance.
- **Transportation (Chapter 4):** Promotes sidewalks, multi-modal connectivity, and the use of official mapping.
- **Utilities & Community Facilities (Chapter 5):** Also encourages the use of official mapping, includes recommendations on public infrastructure costs for new development, and supports the implementation of various related plans.
- **Agricultural & Natural Resources (Chapter 6):** Proposed development must be evaluated to mitigate impacts on environmentally sensitive areas, groundwater, endangered/threatened species, and sensitive habitats. Regulations regarding floodplain zoning, stormwater management, and wellhead protection should be continued, while standards regarding site lighting and low-impact development should be considered. Explore environmental or greenspace corridors, especially along rivers. The update of the urban area's sewer service area plan is also emphasized.
- **Historical & Cultural Resources (Chapter 7):** The preservation of historical resources is promoted as well as the importance of engaging the entire community in decision-making.
- **Economic Development & Downtown (Chapters 8 & 9):** More business park space is needed and the exploration of a new, green business/office park should be considered. The Downtown section emphasizes keeping the core downtown intact as a dense commercial center with vertical mixed uses and a unified façade wall with a broader mix of uses at the downtown's periphery. Downtown commercial building design standards should be considered. Enhance connectivity between the core downtown and the Leine Lodge area.
- **Intergovernmental Cooperation (Chapter 10):** Collaboration for land use and infrastructure planning is recommended, including engage in conversations with adjacent towns over the importance of City extraterritorial plat review requirements, the potential creation of cooperative boundary agreements, and the possible future use of extraterritorial zoning. Monitor plans for the use of the Northern Wisconsin Center properties, since they could provide future redevelopment opportunities.
- **Energy & Sustainability (Chapter 12):** Consider modifications to City ordinances to allow for solar access and small-scale wind turbines and site design review for electric vehicle charging stations.

Strategies (recommended actions):

City

1. Regarding City ordinances and regulations: (Short-range)

- a. Re-evaluate the City's zoning ordinance and map and subdivision ordinance for consistency with the Preferred Future Land Use Map and this Comprehensive Plan.

Re-evaluate and, if necessary, modify City regulations to provide flexibility in decision-making to accommodate quality, desired growth.

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- b. Review and update as needed the City's sign requirements to eliminate signage of businesses that are no longer in the City and for compliance with latest rules and case law.
- c. Review and update existing ordinances to promote outdoor eating opportunities.
- d. Allow for and encourage the consideration of vertical (3+ story) development outside of residential neighborhoods.
- e. As referenced in the Housing section, review and update the City's land use regulations to promote quality housing and neighborhoods, including allowing context-sensitive infill and adaptive reuse, the conditional permitting of accessory dwelling units (ADUs), and accommodating the regulatory requirements legislated within the 2023-25 State budget.¹⁵
- f. As referenced in the Natural Resources section, consider the adoption of a dark sky ordinance and additional stormwater standards to encourage low-impact development.
- g. As referenced in the Downtown section, develop downtown commercial building design standards.
- h. As referenced in the Energy & Sustainability section, review City ordinances to consider solar access, small-scale wind turbine, and EV charging stations.



- 2. Evaluate City land division and zoning ordinances to move towards form-based standards while allowing a mix of compatible uses appropriate for the location. (Long-range)

City in Partnership

- 1. For expected growth areas outside the City's corporate limits, approach adjacent towns to explore cooperative planning and cooperative boundary agreements (Short-Range) and, potentially, extraterritorial zoning (Long-range).
- 2. Work with healthcare providers to evaluate the feasibility of continuing hospital operations at St. Joseph's Hospital. If deemed not feasible, work with prospective developers and the community to consider adaptive reuse possibilities, including but not limited to residential uses. (Short-to-Medium range)
- 3. Evaluate opportunities to enhance the availability of information (e.g., site information, rules, permitting process, incentives) for businesses and landowners desiring to develop or redevelop within Chippewa Falls. (Medium-range)

¹⁵ To be eligible for WHEDA housing loan assistance approved as part of the 2023-25 State budget, the City "must have made changes to applicable zoning ordinances, subdivision regulations, or other land development regulations to increase development density, expedite approvals, reduce impact fees, or reduce parking, building, or other development costs with respect to the eligible project on or after January 1, 2023." By modifying the City's Zoning ordinance to allow context-appropriate ADUs and gentle density infill within existing residential neighborhoods, the City would be allowing for increased development densities.

4. Create a redevelopment and placemaking strategy to evaluate opportunities to provide for stronger connectivity, additional quality housing opportunities, and rehabilitation efforts between the core of downtown Chippewa Falls and Leine's Lodge. (Medium-range)
5. Continue to work with the State of Wisconsin and monitor State plans for the Northern Center. Explore redevelopment and infill options for future housing and economic development, if Northern Center property(s) becomes available. (likely Long-range)

Non-City

None

11.9 Current Land Use Plans, Programs, and Regulations

The following primary plans, programs, and regulations were considered when updating this plan element:

- City of Chippewa Falls land use codes, which includes:
 - Chapter 8 – Streets & Sidewalks (includes Official Mapping)
 - Chapter 17 – Zoning
 - Chapter 18 – Subdivision & Platting
 - Chapter 19 – Sign Regulations
 - Chapter 22 – Floodplain Zoning Code
 - Chapter 27 – Shoreland Wetland Zoning
 - Chapter 28 – Historic Preservation Code
 - Chapter 29 – Wellhead Protection
 - Chapter 30 – Construction Site Erosion Control
 - Chapter 31 – Stormwater Management
- Infrastructure and facilities plans as referenced in **Chapters 4 and 5**. The *Chippewa-Eau Claire Urban Sewer Service Area Plan* discussed in **Chapter 5** in particular has implications for the protection of environmentally sensitive areas and community growth.
- Natural resources plans, programs, and regulations referenced in **Chapter 6**, including regulations pertaining to environmentally sensitive areas (e.g., floodplain zoning, wellhead protection plans/zoning).
- Historic preservation programs and ordinance referenced in **Chapter 7**.
- Extraterritorial plat review discussed in **Chapter 10**.

The City's zoning ordinance uses a traditional, Euclidean-style zoning, but provides flexibility for some creativity. The zoning ordinance includes a general, flexible Planned Development district to accommodate unique circumstances or goals (e.g., conservation design). A more specific Planned Development district includes policies for traditional neighborhood development. Appendix D provides some additional, more general land use plans and programs.



St. Joseph's Hospital

COMMUNITY GARDEN

growing and sharing with our friends and neighbors

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■ Friends of St. Joseph's Hospital	■ Chippewa Health Improvement Partnership	■ Jaenke Concrete
■ Friends of St. Joseph's Hospital	■ RainMaster Lawn Systems	■ Tractor Central
■ St. Joseph's Hospital Green Team	■ Community Foundation of Chippewa County	■ St. Joseph's Hospital
	■ Hospital Sisters Health Care West	■ Albrecht Nursery & Orchard

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rwelae@charter.net


St. Joseph's Hospital
A DIVISION OF HOSPITAL SISTERS HEALTH SYSTEM

12. ENERGY & SUSTAINABILITY

12. ENERGY & SUSTAINABILITY

12. Energy & Sustainability

The City of Chippewa Falls recognizes the importance of energy and sustainability and has chosen to include this special plan chapter, even though it is not one of the nine required comprehensive plan elements under State statutes.

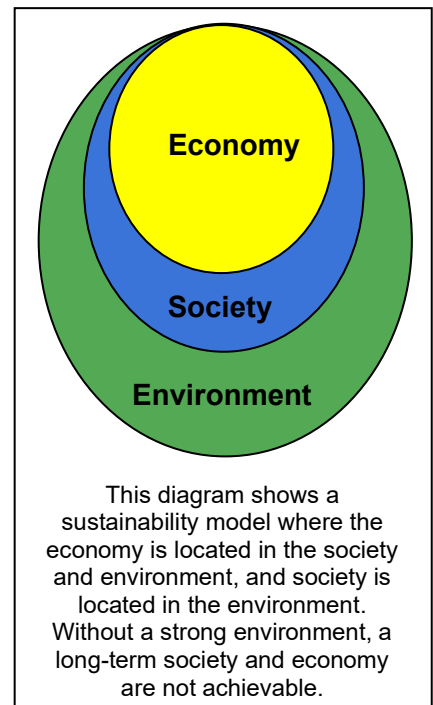
For purposes of this plan, this section focuses on three related concepts:

Energy – The power required for daily life, businesses, and services. This power may come from different sources (e.g., solar, hydro-electric, wind, oil, natural gas). It was noted during the planning process that the City of Chippewa Falls has met the renewable energy goal in the 2012 Comprehensive Plan; Xcel Energy now produces 30+% of their energy from renewable sources and 60+% from carbon-free sources.

Sustainability - Simply stated, sustainability means the ability to endure. For environment and spatial planning, the most commonly used term is “sustainable development”, and the most-common definition used is, “development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” This definition comes from the World Commission on Environment and Development's 1987 Brundtland report ‘Our Common Future.’

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

Resiliency – Closely related to sustainability, community resiliency is the capacity of a community to withstand, adapt, and recover from adverse situations. Traditionally, resiliency is often focused on hazard or disaster events (e.g., tornados, flooding, fire, pandemic, HazMat spill), but can include other significant socio-economic changes (e.g., closure of a large employer, crime, recession). Resilient communities are proactive by preparing for anticipated threats, mitigating vulnerabilities, strengthening response infrastructure, establishing plans for the continuity of essential services, and fostering strong partnerships throughout the community. Climate adaptation (or climate-resiliency) is a growing aspect of resiliency planning.



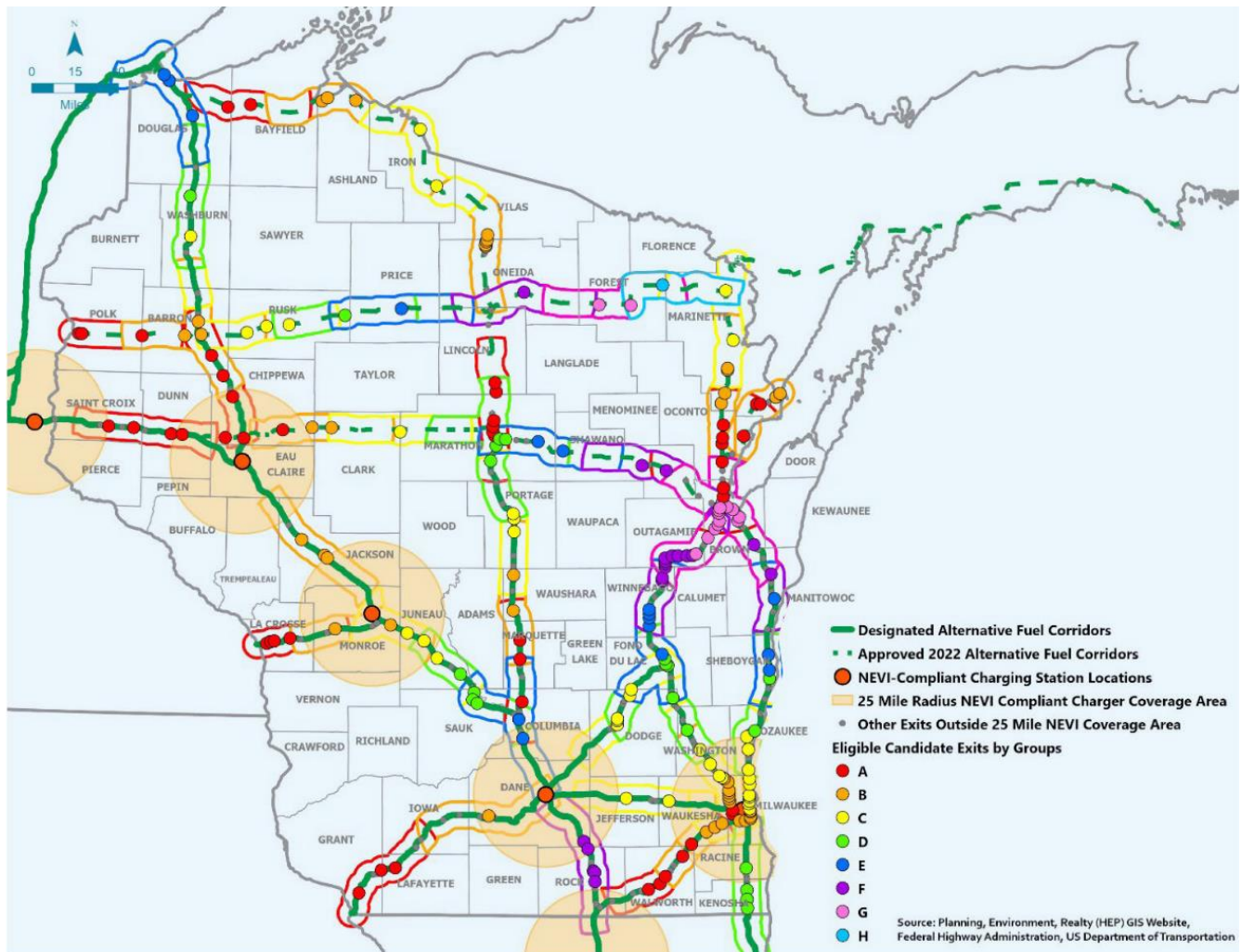
Discussions on energy and sustainability are vital for communities of all sizes. A community that is more sustainable can become a more desirable location to live and do business. If a community can compete and become a leader in the future of energy and sustainability, that community will prosper and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

Since the City's 2012 Comprehensive Plan, one aspect of energy and sustainability that has received great attention is the growing use of electric vehicles. The Federal Government has developed a *National Electric Vehicle Infrastructure (NEVI) Plan*, which envisions a nationwide charging network. To develop that network, the

12. ENERGY & SUSTAINABILITY

NEVI Plan allocates money to the states to assist with their own planning and implementation efforts. Wisconsin has prepared the *Wisconsin Electric Vehicle Infrastructure (WEVI) Plan* to identify how it will utilize federal funding to build out a statewide network. The WEVI Plan anticipates EV registration in Wisconsin to increase from 0.1% in 2022 to 6.1% in 2030 and up to 31.0% of all vehicles in 2050. Communities across Wisconsin will also need to develop their own EV infrastructure to meet the increased demand. As shown on **Map 21** below, Chippewa Falls is located along two Alternative Fuel Corridors within the WEVI Plan reflecting the growing demand for EV charging stations: the designated corridor along U.S. 53 and the approved alternate corridor along State Highway 29. The map places the Chippewa Falls area exits into the highest candidate group for an EV charging station as part of this network based, in part on, Phase III electric availability. The end of this chapter includes some general guidance about planning for EVs and charging stations.

Map 21. Wisconsin Full NEVI-Compliant EV Charging Station Build-Out Coverage



12. ENERGY & SUSTAINABILITY

12.1 Community Perspective

Community Survey

The 2023 comprehensive plan community survey suggests there is considerable community support among residents for actions that support energy, sustainability, and resiliency:

- As discussed in **Chapter 6**, most resident respondents believed that various natural resource and environmental priorities were important or very important, including efforts to protect water quality and reduce stormwater runoff.
- 65% of resident respondents felt it was important or very important to become a more environmentally sustainable community. About one-quarter of respondents were neutral. This was slightly more important to respondents under 35 years of age.
- 68% of resident respondents believed that encouraging energy conservation practices was important or very important. 27.4% were neutral.
- 54% of resident respondents felt it was important or very important to increase disaster preparedness and adopt climate adaptation policies. 32% were neutral.

Energy & Sustainability Focus Group

Energy & Sustainability was one of the focus groups conducted in Spring 2023 during the comprehensive plan update. During their meeting, the group discussed updated socio-economic trends, community survey results, and portions of the 2012 Comprehensive Plan. The group also participated in a number of exercises, which are summarized below. The order of these lists is not intended to provide a ranking or priority to any one item over the others.

It was also noted during the planning process that many of the issues, opportunities, and potential recommendations discussed by the Energy & Sustainability Focus Group overlapped with many of the other plan elements.

Issues and Opportunities

Issues:

- Walkability, need/want of sidewalk in residential/commercial areas
- Public and City do not know how much renewable energy the City is using (more than we all realize)
- Embracing renewable energy
- Maintaining surface and ground water quality
- Maintaining vegetative environments for quality of life purposes
- Are there any other renewables besides the dam in Chippewa Falls
- Rising cost of all forms of energy
- Funding & Costs of planning and implementation

Opportunities:

- Infrastructure to encourage walk/bike to work opportunities
- Reuse of existing buildings = historic preservation
- Rooftop solar – municipal and large industrial buildings
- Electric vehicle charging stations



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- City to consider participating in Xcel energy PIE (partnership in energy) program
- Increase the types of plastics for recycling (currently 1 and 2)
- Look/find more opportunities for solar power
- Electric power for street sweepers and City pickup trucks
- If the City has not already completed passing an energy and sustainability resolution, consider it.
- Shifts in energy sources and increasing renewables
- Enough charging stations and various forms of power (solar, wind vs. nuclear, coal)
- Conversion to energy efficiency lighting – follow principles for responsible outdoor lighting
- Utilize use of solar power – do not install on valuable farm land, partner with local business to install on rooftops
- Try to maximize our rivers to provide as much power as possible
- Expand biking – funding is available to help pay for new bike trails and maintenance of existing trails
- Educate and encourage cost savings/energy efficiencies
- Maintain green spaces/parks
- Expand and increase participation in gardening locally
- Promoting energy efficiency, lowering cost

Additional Discussion Highlights

- The amount of energy coming from renewable sources is increasing and coal plants will eventually be closing.
- Residents are more aware now, which was a top issue in the last plan.
- After the last plan, Xcel Energy did an educational outreach initiative in the City, which was the second ever in the State; it went really well.
- The city should consider participating in the Partners in Energy program.
- Explore solar partnership options for large industrial buildings
- Unsure if all neighborhoods (transformers) can support EV charging; new developments are being serviced with this in mind.
- Are City codes renewable friendly (e.g., setbacks)?
- There is not a group identified to work with the City on related strategies and monitor progress.
- It is important to keep the Energy & Sustainability chapter in the comprehensive plan.

12. ENERGY & SUSTAINABILITY

12.2 Energy & Sustainability Goal, Objectives, Policies, and Strategies

Energy, sustainability, and resiliency are inherent to most or all of the other plan elements. For clarity and to avoid duplication, some related goals, objectives, policies, and strategies can be found in other chapters, even though they were discussed by the Energy & Sustainability Focus Group, such as walkability, water quality, open space/parks, adaptive reuse of vacant buildings, responsible outdoor lighting, and community gardening.

ENERGY & SUSTAINABILITY GOAL

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

Objectives:

1. Continue to increase the amounts of electricity and transportation fuels that are generated from renewable resources for City government and the City as a whole.
2. There is a community-wide understanding of energy and sustainability trends and potential actions to be a more environmentally sustainable community.
3. Create and maintain public/private partnerships that help reduce the community's environmental footprint.
4. Decrease energy use per capita through the increased energy efficiency of homes, businesses, and services.

Policies (ongoing decision-making guidance):

1. Work with all stakeholders in the City and surrounding area to encourage energy conservation in the City and advocate for renewable energy options in the regional portfolio.
2. Explore opportunities to reduce energy costs for residents and businesses while incorporating renewable energy infrastructure in the City.
3. Evaluate municipal use of solar energy and other sources of renewable energy and seek out tools for assessing changes in energy use per capita.
4. Support infrastructure for alternative fuels (e.g. natural gas, electricity).
5. Continue to support and promote recycling and Clean Sweep programs, including encouraging additional State funding support. Strive to offer recycling for additional types of materials.
6. Encourage renewable energy use in new development.
7. Promote Focus On Energy, Wisconsin C-PACE, and other related incentive programs.
8. Monitor changing resources, technology, and partners to identify and seize new opportunities to achieve the energy and sustainability goal and objectives in this element.
9. The City will continue to partner with Chippewa County Emergency Management on emergency preparedness initiatives, hazard mitigation planning, and other actions to increase community resilience.
10. Encourage the City, its businesses, and organizations to be active members in Disaster Ready Chippewa Valley to foster private-public partnerships, preparedness, and continuity planning.
11. Implement those policies and strategies found in other comprehensive plan elements that support the energy and sustainability goal and objectives, such as enhancing bike and pedestrian connectivity (Transportation) and protecting environmentally sensitive areas (Natural Resources, Land Use).

12. ENERGY & SUSTAINABILITY

Strategies (recommended actions):

City

1. Annually review the City's Emergency Operations Plan and the City's recommendations in the County hazard mitigation plan. Maintain and implement a Continuity of Government Plan for the City. Modify these plans as necessary to reflect changing conditions and opportunities, such as emerging threats, new resources or projects, climate adaptation, and new private-public partnerships. (On-going)
2. Review and consider modifications to City ordinances and programs to: (Short-range)
 - Allow local food and energy production in the City, including policies related to solar access and small-scale wind turbines.
 - Strive to maintain or improve the City's current Building Code Effectiveness Grading Schedule scores.
 - Incorporate electric vehicle (EV) site planning standards for commercial buildings and EV infrastructure conditions for new development.
 - Encourage the burying of overhead utility lines in new development areas and wooded areas, especially if prone to outages.

City in Partnership

1. Establish a working group or grassroots organization to help educate the public on energy and sustainability and collaborate to implement the policies and strategies in this plan element. (Short-range)
2. Develop a community website, or provide weblinks at an existing community website, that promotes energy, sustainability, and resiliency issues, resources, and suggests actions. Incorporate a digital energy/sustainability library as part of a pilot project with Xcel Energy and Main St. (Short-range)
3. Encourage the completion of a community energy audit, then create an energy plan so Chippewa Falls can become a more environmentally sustainable community. (Medium-range) The energy plan should:
 - Take advantage of Xcel Energy's Partners in Energy program for planning and implementation assistance.
 - Recommend ways to reduce the City's municipal use of gasoline and diesel.
 - Recommend the use of low-carbon materials for the construction of new public buildings when feasible, especially if grant funding is available for any additional costs.
 - Increase public knowledge of energy efficiency and environmental design alternatives, such as green or white roofs, solar access, nature-based stormwater strategies, and green buildings/LEED certification.
 - Continue to encourage the adoption of energy-efficient lighting, both indoors and outdoors.
 - Establish measurable, achievable energy reduction, renewable energy, and sustainability objectives.
 - Fine-tune the comprehensive plan's policies and strategies to target opportunities identified during the audit.
 - Explore assessment tools to evaluate energy use per capita and energy generation from renewable resources within the City and to monitor progress towards the Plan's goal and objectives.
 - The energy plan should be adopted by the City Council to demonstrate the City commitment towards the energy plan's goals.

12. ENERGY & SUSTAINABILITY

Non-City

None

12.3 Energy & Sustainability Plans and Programs

There are no plans or programs specific to the City of Chippewa Falls principally focused on energy or sustainability.

Referenced Plans and Programs

The previous policies and strategies reference the following:

Focus on Energy – This is a state-wide program offering a variety of energy efficiency and renewable energy rebates and incentives for residential and business structures. <https://focusonenergy.com/>

Wisconsin C-PACE – Chippewa County is a participating community in the C-PACE program that offers low-cost, long-term, non-recourse financing to eligible commercial and industrial property owners for energy efficiency, renewable energy, and water conservation improvements for the rehabilitation of existing buildings or new construction. <https://www.pacewi.org/>

Hazard Mitigation Planning – With facilitation by West Central Wisconsin Regional Planning Commission, Chippewa County Emergency Management coordinates the update of the County's hazard mitigation plan every five years. Mitigation planning is required for certain FEMA mitigation grants, such as flood-related projects and the new community safe room at the Northern Wisconsin State Fairgrounds. However, these plans may include additional preparedness and continuity strategies. And climate trends and adaptation strategies are growing components of these plans. The City of Chippewa Falls has participated in the County mitigation planning effort and by adopting the plan maintains eligible for the related grant funding.

The *Chippewa County Natural Hazard Mitigation Plan—2020-2025*, included the following recommendations for the City of Chippewa Falls:

- Continue to monitor, plan for, and address flooding issues and implement mitigation actions as needed, if cost feasible. (Also see the Natural Resources chapter).
- Explore grant funding to automate or improve the operational safety of the flood gates at Glen Loch Dam.
- Explore FEMA mitigation grant funding to construct community safe rooms for areas without access to shelter (e.g., mobile home parks, areas of slab-on-grade development, Fairgrounds).
- Inventory and continue to address emergency generator needs.
- Explore partnering with the County and/or other communities to outfit a trailer with additional barricades and traffic/crowd control equipment.
- Annually review the emergency operations plan and participate in related training.
- Incorporate hazard mitigation and emergency preparedness into other City plans, including the comprehensive plan.

One recently completed mitigation project that grew out of this mitigation plan is the 2023 construction of a community safe room (storm shelter) at the Northern Wisconsin State Fairgrounds.

12. ENERGY & SUSTAINABILITY

Disaster Ready Chippewa Valley (DRCV) - This is a 501c3 private-public partnership championing disaster preparedness and continuity planning. DRCV is volunteer- and member-supported conducting preparedness related events and other outreach activities. Area businesses and organizations, including some in Chippewa Falls, have used DRCV's business continuity planning template. www.disasterreadychippewavalley.org

Building Code Effectiveness Grading Schedule (BCEGS) – The BCEGS program assesses building codes and code enforcement in participating communities with an emphasis on the mitigation of losses from natural hazards, then assigns a grade on a scale of 1 to 10. Municipalities with well-enforced, up-to-date codes should demonstrate less losses and receive a lower score, which can be reflected in lower insurance rates and will be more competitive for FEMA grant funding. Chippewa Falls is a BCEGS-participating community with scores of 5 for one- & two-family residential properties and 4 for commercial and industrial properties.

<https://www.isomitigation.com/bcegs/>

Environmental and Conservation Programs

As described in the Natural Resources element, the City does participate in a number of conservation-related programs that have a relationship to sustainability, including an urban forestry program, Groundwater Guardian program, and Rain-to-Rivers. Chippewa County Land & Water Conservation programming is an important partner in conservation and water quality initiatives. Area schools and scouting organizations can also be important partners in the implementation of such projects. The City recently received a cost-sharing grant to replace the existing high pressure sodium street lights with energy efficient LED fixtures; the replacements will begin in 2024.

Appendix D highlights some of the additional key plans and programs pertinent to this element. However, the list is far from being comprehensive and there are many additional public-sector initiatives and non-profit programs supporting different aspects of clean energy, sustainability, and resiliency.



12. ENERGY & SUSTAINABILITY

Preparing for Electric Vehicles (EVs)

Infrastructure Types and Cost	Level 1 Charging Station	Level 2 Charging Station	DC Fast Charging Station
Voltage	120 V AC	208 - 240 V AC	400 V - 1000 V DC
Typical Power Output	1 kW	7 kW - 19 kW	50 – 350 kW
Estimated PHEV Charge Time from Empty	5 – 6 hours	1 - 2 hours	N/A
Estimated BEV Charge Time from Empty	40 – 50 hours	4 – 10 hours	20 min – 1 hour
Estimated Electric Range per hour of Charging	2 – 5 miles	10 – 20 miles	180 – 240 miles
Typical Locations	Home	Home, Workplace, and Public	Public
Cost per Charging Station (as of 2019)	\$300 - \$1,000	\$700 - \$1,800 (Residential) \$2,793 - \$3,127 (Commercial)	\$28,401 - \$140,000

The table above is a modified version of one found in the U.S. Dept. of Transportation's Rural EV Toolkit, Ver. 2, May 2023.

EV Standards in Zoning Ordinances and Site Planning

Zoning Ordinance updates and site review criteria should address the following...

Terminology – Clearly define language for the types of infrastructure permitted, the types of uses permitted, and the approval process (if any) for Electronic Vehicle Infrastructure (EVI).

Use and User – Are charging stations a primary or accessory use on a site, which districts or areas allow for public uses and which can install charging stations as a private use? Are the stations accessible?

Location – Are public charging stations located close to other services given the charge times? Are the stations located in an area that will not discourage non-users from having access to parking or other uses on the site? Are the stations dispersed throughout the community or centralized in high-traffic / high-demand areas?



Safety – What are the minimum equipment requirements for the site, does the site require additional security measures (lighting, camera surveillance, etc), does the community have Building Code regulations for charging station installation?

Infrastructure Requirements – Is there adequate electrical / utility service to the charging station site? Who is responsible for upstream (substation) improvements to provide adequate service?

Cost Allocation – Who is paying for the charging service and how – the consumer or the owner of the charging station? Are third-party agreements / services needed to operate the facility (for public ownership)?

Maintenance Requirements – What are the minimum maintenance requirements, what is the permitting/approval/inspection process like, and who has authority to administer inspections/citations?



13. IMPLEMENTATION

13. Implementation

To achieve the community's vision, this Comprehensive Plan must be put into action. This section provides direction for implementing the plan and describes how the elements of the plan are integrated and consistent. This section also describes an evaluation approach to measure progress towards achieving all aspects of the Comprehensive Plan and monitors progress in the context of local change. The Comprehensive Plan is also a living document that considers and allows for change in the community. As such, this section ends with a description of the process for future plan amendments and updates.

13.1 Action Plan

This is a comprehensive plan for the City of Chippewa Falls as a community. As such, the plan was created with significant participation and input from community members, businesses, service organizations, neighboring communities, and other stakeholders. It is not proposed or expected that the City government is responsible for implementing all of policies and strategies recommended in the previous plan elements. And the City recognizes that the goals and objectives of this plan cannot be achieved without collaboration and support from the community and other partners.

Policies vs. Strategies

Within each of the previous plan elements, the recommendations to achieve the goals and objectives are separated into:

Policies -	On-going tasks or decision-making guidance that do not have a final deliverable or foreseeable conclusion.
Strategies -	Actionable tasks with a clearly defined result or deliverable. ¹⁶ The strategies are specific actions related to the respective plan element, including any recommended studies, ordinance changes, partnership agreements, education/outreach, and programming. For example, any zoning or subdivision ordinance changes are addressed in the land use strategies in Chapter 11 .

Responsibilities

Reflecting the importance of collaboration, the strategies are further organized into:

City:	The City government, including its decision-making bodies and various departments, is primarily responsible for these recommended actions. The City may engage the public or other stakeholders in carrying out these strategies.
City in Partnership:	These recommended strategies involve collaboration between the City government and other partners. While the City government may be involved in these strategies, its role may be small and it is not expected that the City will be the lead, coordinating entity.
Non-City:	The City government will have a very limited or no role in the implementation of these strategies.

¹⁶ State statutes do not make a distinction between policies and strategies. Strategies and policies in this plan both constitute policies as described under Wisconsin Statutes §66.1001.

13. IMPLEMENTATION

Sequence of Implementation

As decision-making guidance, all policies in the previous elements are ongoing or continuing. Following each strategy is a recommended timeline for their completion, with the implementation period commencing with the adoption of the comprehensive plan:

Ongoing:	This strategy is currently ongoing and should be continued.
Short-Range:	Years 0 - 5
Medium-Range:	Years 6 – 10
Long-Range:	Years 10+

The recommended timelines are suggestions to assist in programming, prioritization, and the evaluation of plan progress. In some cases, a strategy may span multiple time periods. And the implementation sequence is subject to change based on resources, changing community priorities, new opportunities etc.

Required Due Diligence

Our world is dynamic and ever changing in many different ways (e.g., demographics, regulations, resources, natural environment, economic, issues, opportunities). Prior to implementation, the City will consider and reassess each action item to further determine if each is in the best interest of the community. Changing conditions in the community may necessitate an addition or modification to the recommended policies and strategies. It is anticipated that other stakeholders will perform similar due diligence.

The City Council has ultimate responsibility for implementing the strategies and policies in which the City will play a primary or partner role, though some actions may be delegated to the Plan Commission, City departments, or other committees. For instance, the City Council will often delegate to the Plan Commission the responsibility of drafting new ordinances or code changes for review and recommendation by the Council.

13.2 Plan Integration and Consistency

The Chippewa Falls Comprehensive Plan has an important role as a guide for future action and policy decisions in the City and surrounding area. As noted in the respective elements and Appendix D, great effort was made during the planning process to consider and integrate other City and urban area plans, studies, and programs to promote consistency. And in some cases, the policies and strategies of this comprehensive plan refers to the recommendations of other City plans, such as the *Capital Improvements Plan* and *Outdoor Recreation Plan*; this plan effectively incorporates these other City plans by reference.

The elements of the Comprehensive Plan are also internally consistent. Indeed, there is much overlap between many of the plan elements. The goals, objectives, policies, and strategies were reviewed to ensure consistency and there are cross-references between elements to highlight these relationships. As the plan developed, major consistent themes emerged that moved the plan toward consistent conclusions and compatible approaches to addressing the issues and opportunities.

The plan should be used and applied as a whole. Should the City find that a specific circumstance or proposal is possibly inconsistent with one or more parts of the Comprehensive Plan, but also consistent with one or more other parts, then the City should use its best judgment to evaluate the circumstance(s) against the vision, goals, and objectives of the plan as a whole.

13. IMPLEMENTATION

Wisconsin Statute §66.1001 also requires that if the City enacts or amends any of the following ordinances, the ordinance must be consistent with and furthers (not contradicts) the objectives, goals, and policies within this comprehensive plan:

- Official maps
- Subdivision ordinance
- Zoning ordinance, except for conditional use permits¹⁷
- Shoreland/wetland zoning ordinance

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

In the future, when the City is requested to comment on proposed changes to other City or urban area plans, the comprehensive plan can provide important guidance to officials and other stakeholders. And any future Comprehensive Plan amendments by the City should first be evaluated for consistency with the overall Comprehensive Plan.

13.3 Plan Monitoring and Evaluation

Plan monitoring encourages implementation of this plan, tracks progress, and promotes consistency in decision-making. Any plan is subject to the passage of time, which increases the likelihood its policies and strategies will become outdated or obsolete. The City of Chippewa Falls Plan Commission is responsible for monitoring changing conditions and plan implementation to evaluate whether a plan amendment or update is needed.

The Steering Committee guiding this plan update desired that the Chippewa Falls be proactive with an annual review of progress on plan implementation while anticipating changing conditions. The Steering Committee also emphasized the importance of sharing progress on implementation of the plan. As such, the Plan Commission will conduct an annual evaluation of the plan that considers the following questions:

- (a) Any significant new trends or community changes occurred since the previous evaluation?
- (b) Have any issues or proposals arose that conflict with the plan?
- (c) Have law changes occurred (including State or Federal rule changes) that necessitate a plan change, especially to the policies?
- (d) What is the progress on implementation of the recommended strategies (action items)? To assist with this evaluation item, WCWRPC has prepared an action plan tracking form for use by the City.
- (e) Are there any needed plan amendments?

It is recommended that plan reviews occur as part of a public meeting and the public be given the opportunity to comment. The Plan Commission will report its findings of each review to the City Council, which may result in a plan amendment or update

¹⁷ Wis. Stats. §66.1001 states that “a conditional use permit that may be issued by a political subdivision does not need to be consistent with the political subdivision’s comprehensive plan.” However, the City recognized that it is good practice for such permit decisions to be consistent with this plan to the extent reasonably possible.

13. IMPLEMENTATION

13.4 Plan Amendments and Updates

Plan monitoring and evaluation is an ongoing process and may lead to the realization that the Comprehensive Plan requires an amendment or updating. However, frequent plan amendments and updates should be avoided.

Plan Amendments

Plan amendments are minor changes or additions to maps or text within this plan as deemed necessary and appropriate. Plan amendments occur without needing to update all data, maps, service descriptions, etc., as long as the Comprehensive Plan remains internally consistent. The City Planning Commission must be given sufficient opportunity to make a recommendation to the City Council on proposed amendments prior to the City Council decision. Plan amendments are typically triggered by City Council request or by plan monitoring/evaluation by the Plan Commission. However, a community member or landowner may also petition the City for a plan amendment.

Prior to a plan amendment, including a Preferred Future Land Use Map amendment, the City shall consider the following criteria:

- A proposed project should be evaluated for consistency with the *City of Chippewa Falls Comprehensive Plan* as a whole as well as other pertinent community plans.
- A proposed project should not contradict the objectives, goals, and policies of the Comprehensive Plan as whole, or else additional plan changes may be necessary.
- There should be a clear public need for the proposed change or that unanticipated circumstances have resulted in a need for the change.
- The proposed change is likely to have a positive fiscal and/or quality of life impact on the community.
- The proposed change will not create an unreasonable burden on the community to provide and fund services and public facilities.
- The proposed change should also not result in substantial adverse impacts to the community, nearby properties, or the character of the area.

The City may require the petitioner(s) to prepare reports, impact studies, fiscal analyses, or fund other studies prior to a decision on amending the Comprehensive Plan.

Plan Updates

Plan updates are typically a more substantial re-write of the text involving major revisions to multiple or all of plan sections, including updating of plan goals, data, tables, services, and maps. A plan amendment can be completed in a matter of months compared to a plan update, which can require a year or more.

A plan update is initiated by the City. The plan will be updated at least every 10 years as required by State law, unless a more frequent update is deemed necessary by the City Council. The City Planning Commission is responsible for facilitating the plan update, working within any general guidelines provided by the City Council, though one or more ad hoc steering committees may be formed to guide the plan update.

Statutorily, plan amendments and plan updates have the same minimum public participation and adoption requirements, though updates often involve greater opportunities of public input at the discretion of the community. Plan amendments and public shall follow the noticing, public hearing, and approval process described in Wis Stats. §66.1001.

13. IMPLEMENTATION

13.5 Additional Implementation Recommendations

While this Implementation element supports the previous plan elements and does not have separate goals, objectives, or policies, the following are some general implementation recommendations for the City that were identified during the planning process.

Public Participation & Engagement

The City of Chippewa Falls values public participation in community planning, decision-making, and programming. This participation is founded on keeping the community informed and open governance. **The following City ongoing policies are recommended:**

- The updated Comprehensive Plan and other community plans will continue to be available to the public at the City's website.
- Continue to use social media and the City's website to keep the public informed of timely issues or matters of importance.
- Continue to utilize local media to keep residents informed and actively involved in City planning and activities.
- Continue to keep City staff and elected officials informed and in compliance with open meetings and open records rules.



Partnerships & Collaboration

Chippewa Falls is blessed with many active community organizations, supportive businesses, and other strong partners. The City recognizes that the goals and objectives of this plan cannot be achieved without the engagement and support of these partners. These partners are not listed here since it would be a challenge to ensure the list is comprehensive and every partner is included. However, many of these partners are recognized in the previous elements and, in particular, the *City in Partnership* and *Non-City* strategy recommendations.

Volunteerism & Community Giving

Multiple focus groups during the planning process, in particular the Young Adults, Seniors, and History & Culture Focus Groups, recognized the importance of volunteerism to achieving the Comprehensive Plan's goals and objectives. It was also recognized that some organizations and events are struggling to get new volunteers, while funding for continuing operational expenses is often challenging. **The formation of a work group is recommended to consider the following Non-City volunteerism and community giving objectives and strategies:**

- Celebrate shared volunteerism and community giving successes, while marketing volunteer opportunities and the many great things being done. (Ongoing)
- Increase awareness of philanthropic opportunities, such as Give Chippewa County and the Community Foundation of Chippewa County.

13. IMPLEMENTATION

- Continue to engage area businesses as active members of the community and foster the current giving culture. (Ongoing)
- Strive to improve communication and maximize resources between community groups. Consider collaborating to identify and fund a volunteer and community giving coordinator to act as a “central place” or “clearinghouse” for coordination between organization. (Short-range)
- Create a web-based system in which to coordinate and share volunteerism and community giving opportunities. (Short-range)
 - Connect (and vet) potential volunteers to service organizations, event/program planners, and seniors needing assistance.
 - Coordinate with schools, Chippewa Valley Technical College, and UW-Eau Claire to link student volunteers with community needs.
 - Identify opportunities to link volunteers to seniors living independently but may be in need of some basic help, such as lawn care or shoveling sidewalks, while providing socialization.
 - Enhance coordination and collaboration between service organizations to foster communication and maximize resources.
 - Encourage intergenerational programming and support.
 - Ensure new residents are aware of volunteerism, giving, and service opportunities.



Chippewa Falls Area Population Change

(US Census 1970 - 2020; WDOA Projections 2025-2040)



APPENDICES

Appendix A: Background Information and Data

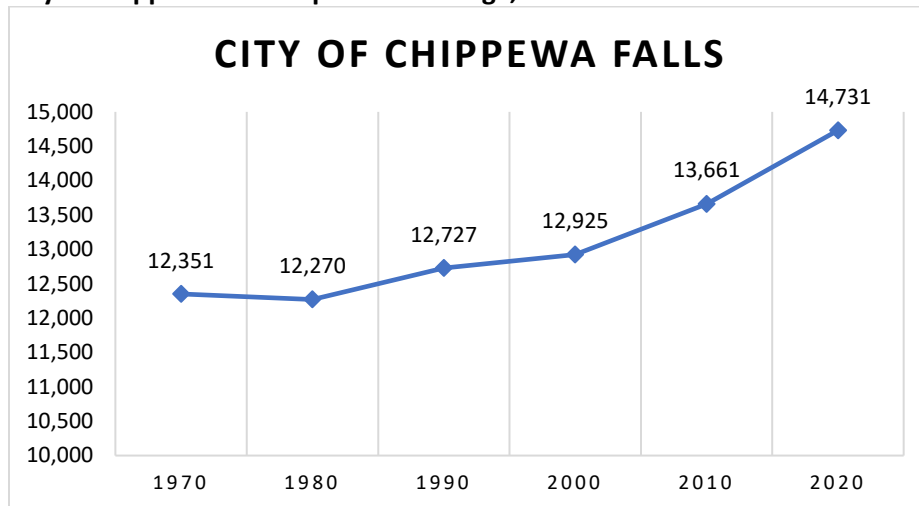
This section highlights some of the key background information and data considered during the update of the City's comprehensive plan. Additional data, forecasts/projections, and related discussion can be found in the plan text.

Population and Demographics

2020 U.S. Bureau of the Census Population Total: 14,731 residents

2022 Wisconsin Dept of Administration Official Population Estimate: 14,724 residents

City of Chippewa Falls Population Change, 1970 – 2020



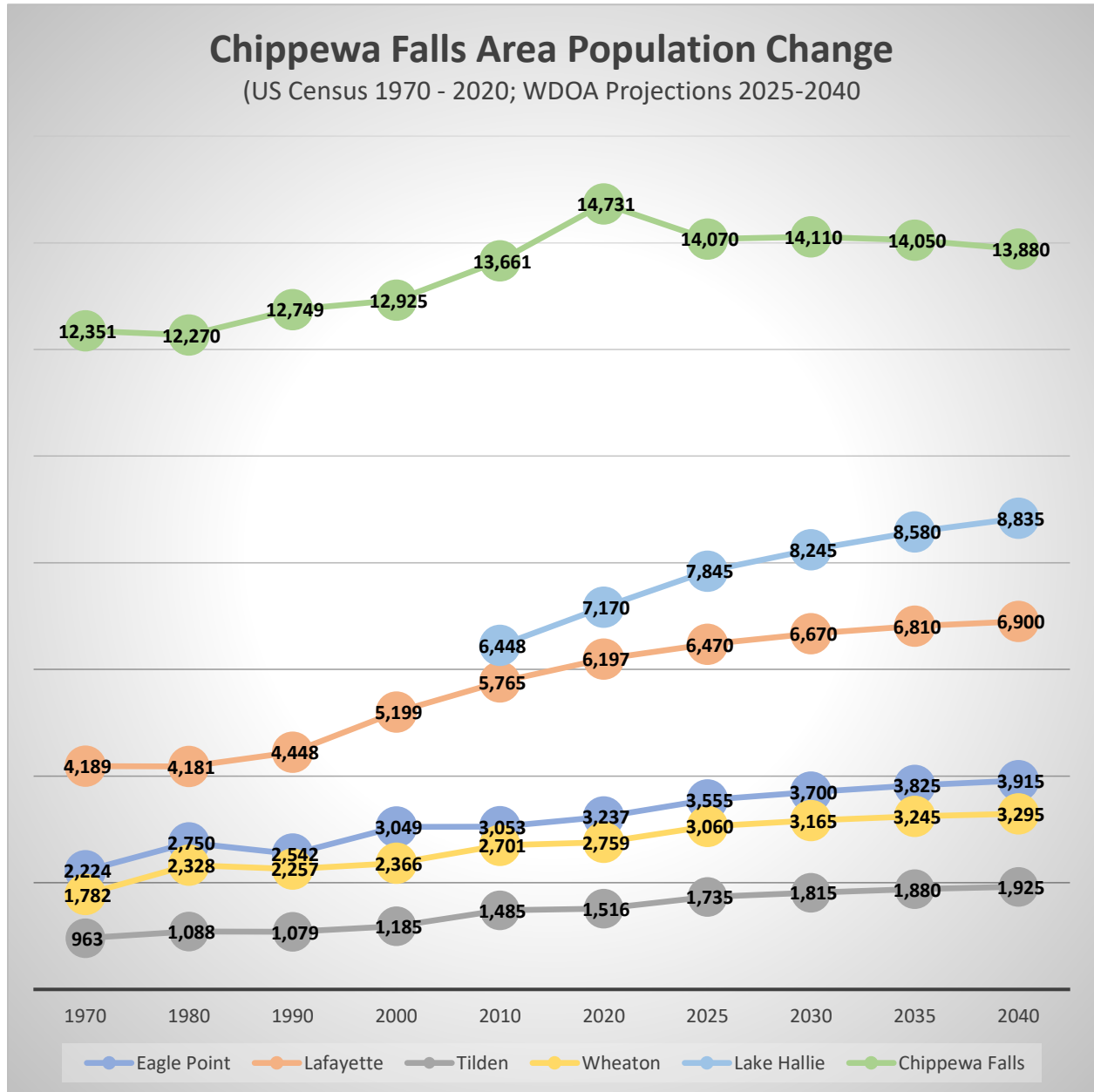
Source: U.S. Bureau of the Census 1970 – 2020

Population by Age, City of Chippewa Falls, 2000, 2010, & 2020

Age (years)	2000		2010		2020		% Change 2000-2020
	Number	% of Total	Number	% of Total	Number	% of Total	
Under 5	823	6.3	970	7.1	1,112	7.8	35.1
5 to 19	2,568	19.8	2,477	18.1	2,725	19.2	6.1
20 to 44	4,660	35.9	4,618	33.8	4,961	34.9	6.5
45 to 64	2,624	20.2	3,361	24.6	3,058	21.5	16.5
65+	2,301	17.7	2,235	16.4	2,341	16.5	1.7
Total	12,976		13,661		14,197		
Median Age	37.5 (county – 37.6)		37.3 (county – 39.8)		36.4 (county – 41.3)		-1.1 years

Source: U.S. Bureau of the Census 2000 & 2010, 2020 American Community Survey 5-Year Estimates

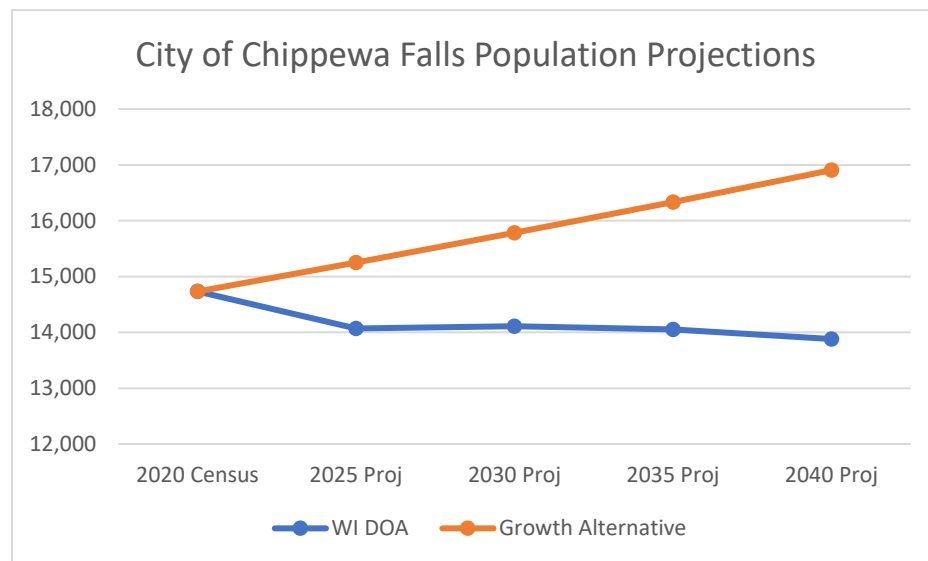
Population Estimates & Projections for the Chippewa Falls Area, 1970-2020



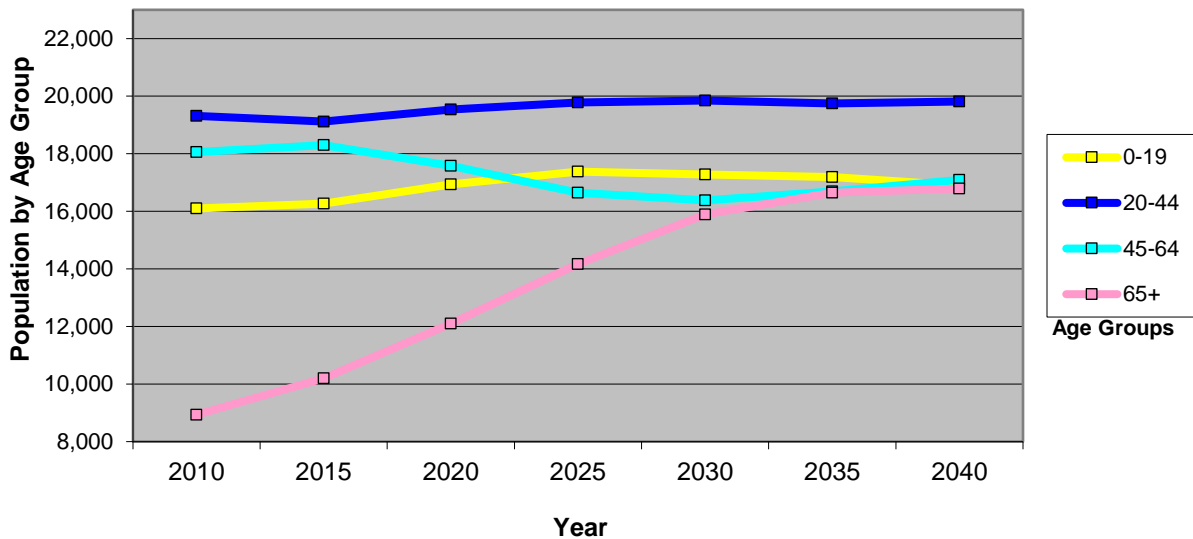
Population Estimates & Projections for the City of Chippewa Falls, 2020-2045

	2000 Census	2010 Census	2020 Proj	2020 Census	2025 Proj	2030 Proj	2035 Proj	2040 Proj	2045 Proj	Change
WisDOA Population Projections (2015-2040)										
Total Population	12,925	13,661	13,940	14,731	14,070	14,110	14,050	13,880	n.a.	2020 - 2045
Population Change		736		791	-661	40	-60	-170	n.a.	-961
% Population Change		5.69%		5.79%	-4.49%	0.28%	-0.43%	-1.21%	n.a.	-6.52%
Alternative 3.5% Average 5-Yr Growth Population Projections (2025-2045)										
Total Population				14,731	15,247	15,780	16,333	16,904	17,496	2020 - 2045
Population Change					516	533	553	571	592	2,765
% Population Change					3.50%	3.50%	3.50%	3.50%	3.50%	18.77%

Source: Wisconsin Department of Administration, Final Municipal Population Projections, 2013, WCWRPC Alternative Projections



WisDOA Population Projections, Chippewa County, 2010-2040



Source: Wisconsin Department of Administration, Final Population Projections, 2014

Education, Income, and Employment

Educational Attainment of Persons Age 25 & Older City of Chippewa Falls, 2020

Attainment Level	Number	Percent of Total
Less than 9 th Grade	163	1.8
9 th Grade to 12 Grade, No Diploma	645	6.9
High School Graduate (includes equivalency)	2,686	30.8
Some College, No Degree	1,901	20.4
Associate Degree	1,722	18.5
Bachelor's Degree	1,400	15.0
Graduate or Professional Degree	612	6.6
TOTAL PERSONS 25 AND OVER	9,311	

Source: U.S. Census Bureau, 2016-2020 American Community Survey

- Educational attainment of City residents has been improving with 91.3 percent of residents 25 years of age and older in 2020 (ACS 5-year estimates¹⁸) having at least attained a high school diploma as compared to 88.9 percent in 2010 and 84.3 percent in 2000.

¹⁸ Many of the 2020 economic estimates are based on American Community Survey 5-year estimates which often have significant margins of error.

Median Household Income, 2010-2020

	2010	2020	% change
City of Chippewa Falls	\$40,010	\$54,917	37.3%
Chippewa County	\$48,672	\$61,215	25.8%
Wisconsin	\$51,598	\$63,293	22.7%

Source: U.S. Census Bureau, 2010 & 2016-2020 American Community Survey

- Local socio-economic characteristics should be considered when applying the above numbers. For example, the City's relatively lower median income can be in part explained by its aging population. In 2020, City households with a householder age 65 and older had a median household income of \$36,813. In comparison, City households consisting of families with their own children had a median of \$55,647.
- In 2020, 15.0 percent of persons and 12.8 percent of families in the City of Chippewa Falls were below the poverty level at some time in the previous 12 months. This is compared to 9.9 percent and 6.8 percent, respectively, for Chippewa County and Wisconsin as a whole.

Unemployment Rate, 2000 & 2020

	2000		2020	
	Employed	Unemployment Rate	Employed	Unemployment Rate
City of Chippewa Falls	6,745	5.3%	6,545	2.6%
Chippewa County	31,120	4.8%	31,956	1.7%

Source: U.S. Bureau of the Census 2000, 2016-2020 American Community Survey

Means of Transportation to Work for City of Chippewa Falls Workers 16 Years & Over, 2020

Primary Means of Transportation	Percent of Workers
Car, Truck, or Van – Drove Alone	86.6
Car, Truck, or Van - Carpooled	4.6
Public Transportation (excluding taxi)	0.0
Walked	1.3
Other Means	1.3
Worked at home	6.3

Source: U.S. Census Bureau, 2016-2020 American Community Survey

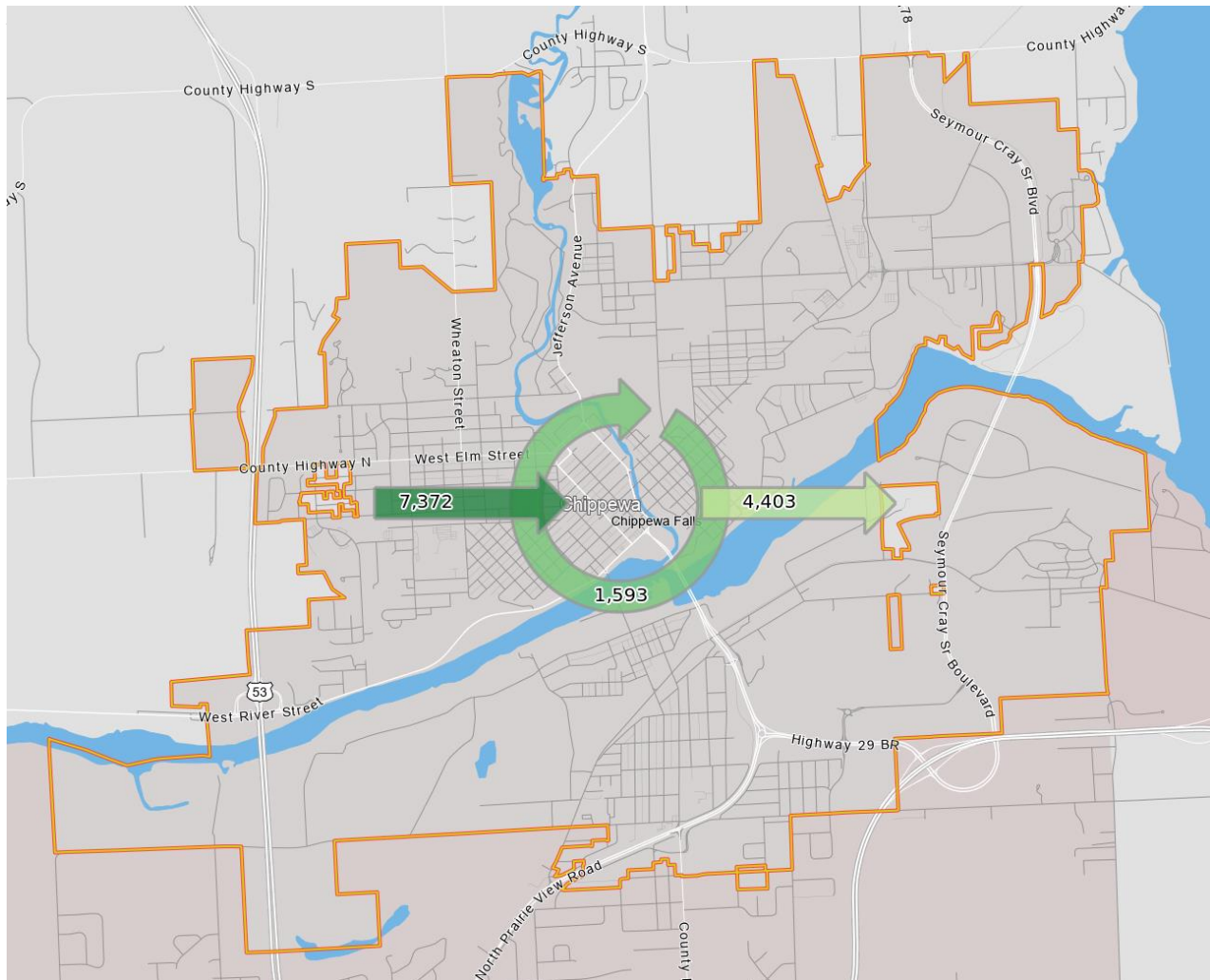
- Of employed residents in the City of Chippewa Falls, mean travel time to work was 19.4 minutes in 2020.

Place of Work for City of Chippewa Falls Residents, 2020

Place of Work	Percent of Workers
Worked in the City of Chippewa Falls	45.0
Worked in Chippewa County, but outside the City	19
Worked outside Chippewa County, but in Wisconsin	34.4
Worked outside State of Wisconsin	1.6

Source: U.S. Census Bureau, 2016-2020 American Community Survey

Inflow / Outflow Analysis, City of Chippewa Falls Workforce, 2019 (Primary Job)



Inflow/Outflow Job Counts (Primary Jobs)

	2019	
	Count	Share
<u>Employed in the Selection Area</u>	8,965	100.0%
<u>Employed in the Selection Area but Living Outside</u>	7,372	82.2%
<u>Employed and Living in the Selection Area</u>	1,593	17.8%
<u>Living in the Selection Area</u>	5,996	100.0%
<u>Living in the Selection Area but Employed Outside</u>	4,403	73.4%
<u>Living and Employed in the Selection Area</u>	1,593	26.6%

Note: Overlay arrows do not indicate directionality of worker flow between home and employment locations.

- Employed and Live in Selection Area
- Employed in Selection Area, Live Outside
- Live in Selection Area, Employed Outside

APPENDIX A

Land Use Acreage and Assessed Value Per Acre, City of Chippewa Falls, 2015 and 2023

	Agricultural	Forest	Ag. Forest	Undeveloped	Residential	Commercial	Manufacturing	Other	Total
2015									
# Parcels	12	6	1	40	4,454	560	56	0	5,129
# Improved	-	-	-	-	4,086	491	46	0	4,623
Acres	193	81	8	35	432	970	398	0	2,117
Land Value per Acre	\$154	\$2,331	\$3,000	\$10,723	\$173,564	\$38,855	\$18,311	-	\$56,955
Improv. Value per Imp. Parcel	-	-	-	-	\$89,554	\$374,831	\$2,197,030	-	\$140,822
2023									
# Parcels	19	0	4	7	4,574	629	53	0	5,286
# Improved	-	-	-	-	4,295	571	46	0	4,912
Acres	192	0	19	21	892	1,395	325	0	2,844
Land Value per Acre	\$180	-	\$2,358	\$586	\$103,723	\$39,994	\$20,842	-	\$54,563
Improv. Value per Imp. Parcel	-	-	-	-	\$135,983	\$736,448	\$1,644,026	-	\$219,907
Density (2023 avg. parcel size in acres)	10.1	-	4.8	3.0	0.2	2.0	6.1	-	0.54
Difference									
# Parcels	+7	-6	+3	-33	+120	+69	-3	0	+157
# Improved	-	-	-	-	+209	+80	0	0	+289
Acres	-1	-81	+11	-14	+460	+425	-73	0	+727
Land Value per Acre	+\$26	-\$2,331	-\$642	-\$10,137	-\$69,841	1,139	+2,531	-	-\$2,392
Improv. Value per Imp. Parcel	-	-	-	-	+\$46,429	+\$361,617	-\$553,004	-	+\$79,085

Source: Wisconsin Department of Revenue

Notes:

- The above values do not include unassessed or exempt properties, such as those owned by governmental units, churches, or non-profits.
- Agricultural land is primarily classified and assessed based on its actual, predominant use (use value), and not its market value. For instance, active farmland that is planned for commercial or residential use will be assessed as "Agricultural." Undeveloped land (e.g., poorly drained, ponds, depleted gravel pits, fallow tillable land, incapable of commercial forest) and "Ag Forest" is typically assessed at 50% of its full value. "Other" includes farm buildings and improvements, including the farm operator's residence. Sand mines and processing facilities will be classified as "Manufacturing" once your assessor receives the official DOR letter.

APPENDIX A



Demographic and Income Profile

Chippewa Falls City, WI
Chippewa Falls City, WI (5514575)
Geography: Place

Prepared by Esri

Summary	Census 2010		Census 2020		2022	2027			
Population	14,086		14,731		15,133	15,425			
Households	6,057		6,482		6,594	6,768			
Families	3,531		-		3,698	3,783			
Average Household Size	2.20		2.14		2.18	2.17			
Owner Occupied Housing Units	3,608		-		3,662	3,804			
Renter Occupied Housing Units	2,449		-		2,932	2,964			
Median Age	38.3		-		40.6	41.3			
Trends: 2022-2027 Annual Rate	Area		State		National				
Population	0.38%		0.10%		0.25%				
Households	0.52%		0.21%		0.31%				
Families	0.46%		0.14%		0.28%				
Owner HHS	0.76%		0.46%		0.53%				
Median Household Income	2.78%		3.23%		3.12%				
Households by Income			Number	Percent	Number	Percent			
	<\$15,000		626	9.5%	559	8.3%			
	\$15,000 - \$24,999		778	11.8%	662	9.8%			
	\$25,000 - \$34,999		646	9.8%	622	9.2%			
	\$35,000 - \$49,999		902	13.7%	738	10.9%			
	\$50,000 - \$74,999		1,310	19.9%	1,322	19.5%			
	\$75,000 - \$99,999		984	14.9%	1,131	16.7%			
	\$100,000 - \$149,999		955	14.5%	1,213	17.9%			
	\$150,000 - \$199,999		203	3.1%	285	4.2%			
	\$200,000+		191	2.9%	237	3.5%			
Median Household Income			\$54,745		\$62,786				
Average Household Income			\$72,702		\$83,576				
Per Capita Income			\$31,144		\$35,975				
Population by Age	Census 2010		2022		2027				
	Number	Percent	Number	Percent	Number	Percent			
	0 - 4	994	7.1%	948	6.3%	962	6.2%		
	5 - 9	909	6.5%	881	5.8%	889	5.8%		
	10 - 14	833	5.9%	825	5.5%	846	5.5%		
	15 - 19	849	6.0%	804	5.3%	820	5.3%		
	20 - 24	906	6.4%	912	6.0%	904	5.9%		
	25 - 34	2,010	14.3%	2,157	14.3%	2,094	13.6%		
	35 - 44	1,782	12.6%	1,838	12.1%	1,903	12.3%		
	45 - 54	1,973	14.0%	1,718	11.4%	1,678	10.9%		
	55 - 64	1,613	11.4%	1,959	12.9%	1,848	12.0%		
	65 - 74	978	6.9%	1,551	10.2%	1,711	11.1%		
	75 - 84	791	5.6%	957	6.3%	1,157	7.5%		
	85+	450	3.2%	583	3.9%	614	4.0%		
Race and Ethnicity	Census 2010		Census 2020		2022		2027		
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	
	White Alone	13,424	95.3%	13,271	90.1%	13,619	90.0%	13,731	89.0%
	Black Alone	211	1.5%	285	1.9%	271	1.8%	292	1.9%
	American Indian Alone	96	0.7%	101	0.7%	100	0.7%	105	0.7%
	Asian Alone	135	1.0%	197	1.3%	203	1.3%	219	1.4%
	Pacific Islander Alone	4	0.0%	4	0.0%	4	0.0%	4	0.0%
	Some Other Race Alone	30	0.2%	104	0.7%	113	0.7%	127	0.8%
	Two or More Races	187	1.3%	769	5.2%	823	5.4%	946	6.1%
	Hispanic Origin (Any Race)	211	1.5%	368	2.5%	366	2.4%	386	2.5%

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

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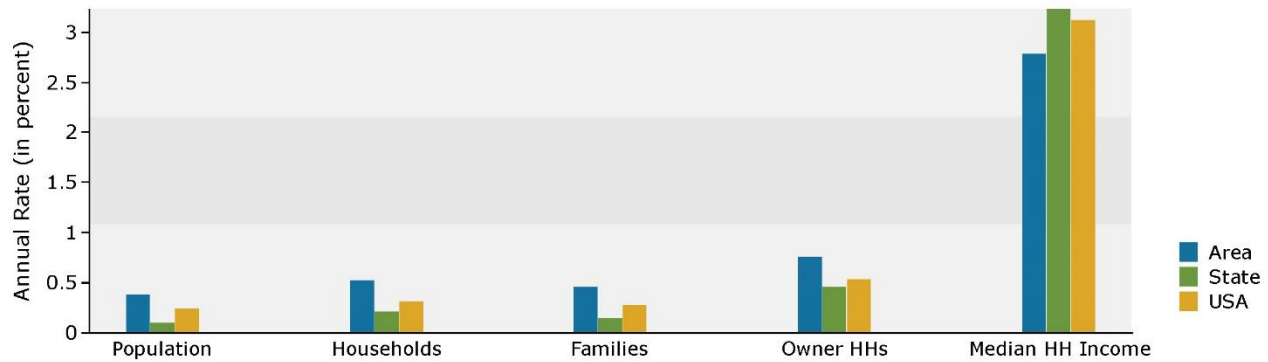


Demographic and Income Profile

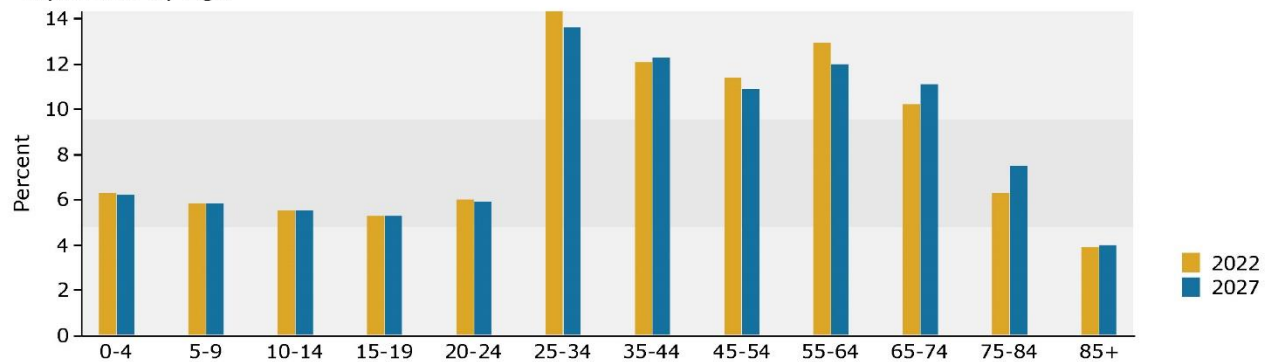
Chippewa Falls City, WI
Chippewa Falls City, WI (5514575)
Geography: Place

Prepared by Esri

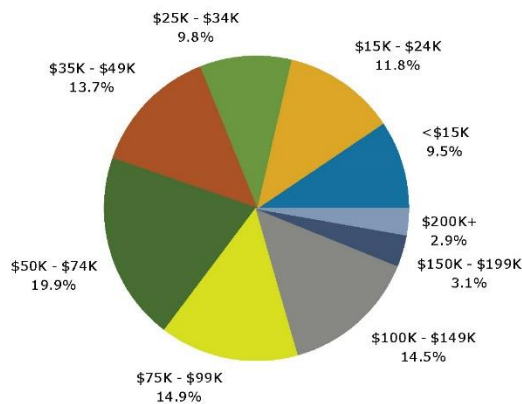
Trends 2022-2027



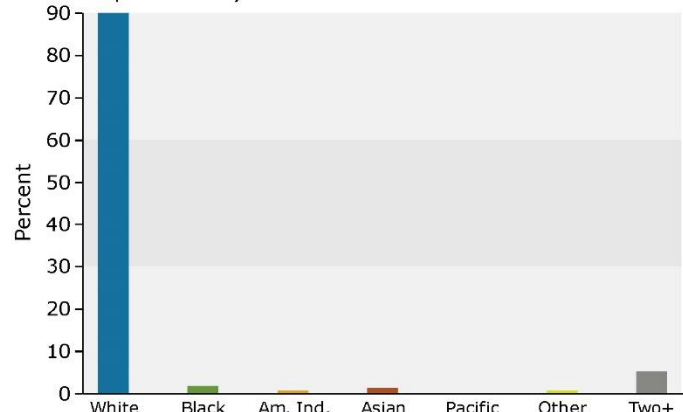
Population by Age



2022 Household Income



2022 Population by Race



2022 Percent Hispanic Origin: 2.4%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

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Appendix B: Housing Data

The following housing data is a supplement to the housing data provided and conditions described in the main plan document.

Housing

Housing Occupancy and Tenure, City of Chippewa Falls, 2000 - 2020

	2000	% of Total	2010	% of Total	2020	% of Total	# Change '10--'20	% Change '10--'20
Total Housing Units	5,951		6,304		6,772		468	7.4%
Occupied Housing Units	5,689	95.6%	5,896	93.5%	6,482	95.7%	586	9.9%
Owner-Occupied	3,284	57.7%	3,287	55.7%	3,423	52.8%	136	4.1%
Renter-Occupied	2,405	42.3%	2,609	44.3%	3,059	47.2%	450	17.2%
Vacant Housing Units	262	4.4%	408	6.5%	290	4.3%	-118	-28.9%
Seasonal/Rec/ Occasional Use	12	4.6%	21	5.1%	28	9.7%	7	33.3%
Average Household Size of owner-occupied unit	2.49		2.42		2.20*		-0.22	
Average Household Size of renter-occupied unit	1.79		1.87		2.07*		+0.20	

Source: U.S. Bureau of the Census 2000, 2010 & 2020 Decennial, *WCWRPC estimates

Units in Structure, City of Chippewa Falls, 2010 & 2020

	2010	% of Total	2020	% of Total
1-Unit Detached	3,687	55.9	3,252	52.1
1-Unit Attached	325	4.9	392	6.3
2 Units	628	9.5	392	6.3
3 or 4 units	723	11.0	595	9.5
5 to 9 units	282	4.3	616	9.9
10 to 19 Units	150	2.3	218	3.5
20 or More Units	623	9.4	766	12.3
Mobile Home	176	2.7	8	0.1
TOTAL	6,594		6,239	

1-Unit Attached are housing units separated by a full floor-to-ceiling wall with separate utility meters (e.g., townhouses, duplexes).

2 Units are structures that have living units on separate floors (e.g., a home with a rental unit on the 2nd floor).

Source: U.S. Bureau of the Census, 2010 Decennial & 2016-2020 American Community Survey

APPENDIX B

Units by Year Built, City of Chippewa Falls 2020

	Estimate	% of Total
Built 2014 or later	286	4.6
Built 2010 to 2013	200	3.2
Built 2000 to 2009	519	8.3
Built 1990 to 1999	732	11.7
Built 1980 to 1989	774	12.4
Built 1970 to 1979	583	9.3
Built 1960 to 1969	551	8.8
Built 1950 to 1959	546	8.8
Built 1940 to 1949	361	5.8
Built 1939 or earlier	1,687	27.0
TOTAL	6,233	

*60% of the
housing stock
was built prior
to 1980*

Source: U.S. Bureau of the Census, 2016-2020 American Community Survey

Housing Value of Owner-Occupied Units, 2020

Less than \$50,000	\$50,000 - \$99,999	\$100,000 - \$149,000	\$150,000 - \$199,999	\$200,000 - \$299,999	\$300,000 - \$499,999	\$500,000 or more	City Median Value	Chippewa County Median Value	State Median Value
44	360	1,026	833	524	95	30	\$151,100	\$180,000	\$189,200

Source: U.S. Bureau of the Census, 2016-2020 American Community Survey

Owner-Occupied (w/mortgage) Housing Costs as a Percentage of Household Income, 2020

Less than 20%	20.0% - 24.9%	25.0% - 29.9%	30.0% - 34.5%	35.0% or more	City (with mortgages) % not affordable	Chippewa County (with mortgages) % not affordable
752	517	206	48	227	15.7%	21.3%

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

Source: U.S. Bureau of the Census, 2016-2020 American Community Survey

Contract Rent (Renter Occupied Units), 2020

Less than \$500	\$500 - \$999	\$1,000 - \$1,499	\$1,500 or more	Median Contract Rent
200	1,875	783	146	\$835

Source: U.S. Bureau of the Census, 2016-2020 American Community Survey

APPENDIX B

Gross Rent as a Percentage of Household Income, 2020

Less than 15%	15.0% - 19.9%	20.0% - 24.9%	25.0% - 29.9%	30.0% - 34.9%	35.0% or more	City % not affordable	Chippewa County % not affordable
446	422	412	285	312	1,111	47.6%	45.1%

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

Source: U.S. Bureau of the Census, 2016-2020 American Community Survey



Housing Profile

Chippewa Falls City, WI
Chippewa Falls City, WI (5514575)
Geography: Place

Prepared by Esri

Population		Households	
2010 Total Population	14,086	2022 Median Household Income	\$54,745
2020 Total Population	14,731	2027 Median Household Income	\$62,786
2022 Total Population	15,133	2022-2027 Annual Rate	2.78%
2027 Total Population	15,425		
2022-2027 Annual Rate	0.38%		

Housing Units by Occupancy Status and Tenure	Census 2010		2022		2027	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	6,453	100.0%	6,954	100.0%	7,171	100.0%
Occupied	6,057	93.9%	6,594	94.8%	6,768	94.4%
Owner	3,608	55.9%	3,662	52.7%	3,804	53.0%
Renter	2,449	38.0%	2,932	42.2%	2,964	41.3%
Vacant	396	6.1%	360	5.2%	403	5.6%

Owner Occupied Housing Units by Value	2022		2027	
	Number	Percent	Number	Percent
Total	3,661	100.0%	3,805	100.0%
<\$50,000	54	1.5%	37	1.0%
\$50,000-\$99,999	375	10.2%	177	4.7%
\$100,000-\$149,999	974	26.6%	548	14.4%
\$150,000-\$199,999	808	22.1%	680	17.9%
\$200,000-\$249,999	430	11.7%	494	13.0%
\$250,000-\$299,999	460	12.6%	742	19.5%
\$300,000-\$399,999	236	6.4%	420	11.0%
\$400,000-\$499,999	98	2.7%	226	5.9%
\$500,000-\$749,999	120	3.3%	249	6.5%
\$750,000-\$999,999	79	2.2%	177	4.7%
\$1,000,000-\$1,499,999	24	0.7%	47	1.2%
\$1,500,000-\$1,999,999	3	0.1%	8	0.2%
\$2,000,000+	0	0.0%	0	0.0%
Median Value	\$176,454		\$246,609	
Average Value	\$224,515		\$301,932	

Census 2010 Housing Units	Number	Percent
Total	6,453	100.0%
In Urbanized Areas	6,087	94.3%
In Urban Clusters	0	0.0%
Rural Housing Units	366	5.7%

Data Note: Persons of Hispanic Origin may be of any race.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

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Housing Profile

Chippewa Falls City, WI
Chippewa Falls City, WI (5514575)
Geography: Place

Prepared by Esri

Census 2010 Owner Occupied Housing Units by Mortgage Status		Number	Percent
Total		3,608	100.0%
Owned with a Mortgage/Loan		2,357	65.3%
Owned Free and Clear		1,251	34.7%
Census 2010 Vacant Housing Units by Status		Number	Percent
Total		412	100.0%
For Rent		173	42.0%
Rented- Not Occupied		8	1.9%
For Sale Only		52	12.6%
Sold - Not Occupied		18	4.4%
Seasonal/Recreational/Occasional Use		40	9.7%
For Migrant Workers		0	0.0%
Other Vacant		121	29.4%
Census 2010 Occupied Housing Units by Age of Householder and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	6,057	3,608	59.6%
15-24	327	47	14.4%
25-34	1,012	455	45.0%
35-44	968	594	61.4%
45-54	1,148	800	69.7%
55-64	995	702	70.6%
65-74	647	462	71.4%
75-84	599	393	65.6%
85+	361	155	42.9%
Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	6,055	3,607	59.6%
White Alone	5,925	3,559	60.1%
Black/African American Alone	19	3	15.8%
American Indian/Alaska Native	29	11	37.9%
Asian Alone	40	21	52.5%
Pacific Islander Alone	1	1	100.0%
Other Race Alone	8	3	37.5%
Two or More Races	33	9	27.3%
Hispanic Origin	48	14	29.2%
Census 2010 Occupied Housing Units by Size and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	6,057	3,607	59.6%
1-Person	2,115	844	39.9%
2-Person	2,032	1,451	71.4%
3-Person	843	538	63.8%
4-Person	683	501	73.4%
5-Person	270	188	69.6%
6-Person	78	56	71.8%
7+ Person	36	29	80.6%
2022 Housing Affordability			
Housing Affordability Index		135	
Percent of Income for Mortgage		17.0%	

Data Note: Persons of Hispanic Origin may be of any race.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

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Appendix C: Economic Data

The following economic profile is a supplement to the economic conditions described in the main plan document.

Civilian Labor Force and Employment

As shown in the table below, the number of City of Chippewa Falls residents in the labor force decreased from 2010 to 2020; unemployment also decreased. It should be noted, however, that the 2020 estimate is actually a five-year average. Employment data, especially in rural areas where agriculture, forestry, and extractive industries are a major part of the economy, can have significant seasonal and market-related employment fluctuation.

Unemployment Rate, 2010 & 2020

	2010		2020	
	Employed	Unemployment Rate	Employed	Unemployment Rate
City of Chippewa Falls	6,745	5.3%	6,545	2.6%
Chippewa County	33,452	4.8%	32,822	1.7%

Source: U.S. Bureau of the Census 2010, 2016-2020 American Community Survey

Educational Attainment

The table below displays the education attainment level of residents in the City of Chippewa Falls that were age 25 and older in 2020. The educational attainment level of persons within a community is often an indicator of the overall income, job availability, and well-being of the community. Lower educational attainment levels can also be a hindrance to attracting certain types of businesses, typically those that require high technical skills and upper management types of positions.

Educational Attainment of Persons Ages 25 & Older, City of Chippewa Falls, 2020

Attainment Level	Number	Percent of Total
Less than 9 th Grade	163	1.8
9 th Grade to 12 Grade, No Diploma	645	6.9
High School Graduate (includes equivalency)	2,868	30.8
Some College, No Degree	1,901	20.4
Associate Degree	1,722	18.5
Bachelor's Degree	1,400	15.0
Graduate or Professional Degree	612	6.6
TOTAL PERSONS 25 AND OVER	9,311	

Source: U.S. Census Bureau, 2016-2020 American Community Survey

Use Caution When Using Economic Data

The data in this element should be used for general planning purposes and consideration of trends, but must be used cautiously and with a critical eye. Critical decisions may require additional data collection.

The data found here is taken from different sources and, sometimes, for different geographic areas. Some data sources use different definitions which may differ from each other (as well as your own definition). Further, when dealing with small samples or a single community, a single oversight during data collection (e.g., missing one business) or a change after the data is collected can make large differences. And in some cases, data may be withheld due to confidentiality.

Based on American Community Survey data, educational attainment of City residents has been improving with 91.3 percent of residents over 25 years of age in 2020 (ACS 5-year estimates¹⁹) having at least attained a high school diploma as compared to 88.9 percent in 2010 and 84.3 percent in 2000. For all of Chippewa County in 2020 (ACS 5-year estimates⁴), 92.9 percent of residents over 25 years of age had at least a high school diploma and 22.1 percent had a Bachelor's degree or higher.

Income

The median household income in the City of Chippewa Falls was \$32,744 in 2000 and in 2010 it was \$40,010 (U.S. Census Bureau, Census 2000 and 2010). In 2020, this number increased to \$54,917 (2016-2020 American Community Survey). Chippewa County median household income increased from \$48,672 in 2010 to \$61,215. For additional comparison, see the income discussion in Appendix A.

In 2020, 15.0 percent of persons and 12.8 percent of families in the City of Chippewa Falls were below the poverty level at some time in the previous 12 months. This is compared to 9.9 percent and 6.8 percent, respectively, for Chippewa County as a whole.

Employment by Industrial Sector

As discussed previously in the transportation element, the majority of employed City residents (73.4%) work outside the City of Chippewa Falls per 2019 data from the Census longitudinal survey. The employment by industry within an area illustrates the structure of the economy. Historically, the State of Wisconsin has had a high concentration of employment in manufacturing and agricultural sectors of the economy. Recent state and national trends indicate a decreasing concentration of employment in the manufacturing sector while employment within the services sector is increasing. This trend is partly attributed to the aging of the population.

The table on the following page shows the number of employed residents by industry group in the City of Chippewa Falls. Over half of working City residents were employed in manufacturing, retail trade, education, health care, or related social services.

The second table on the following page provides employment by industry numbers from a different source for 2010 and 2022. The table reflects the economic changes in the past 12 years with the largest change being in the Information Industry.

¹⁹ Many of the 2020 economic estimates are based on American Community Survey 5-year estimates which can have fairly significant margins of error.

Employment by Industry, City of Chippewa Falls Residents, 2020

Industry	Number	Percent of Total
Agriculture, forestry, fishing and hunting, and mining	49	0.7
Construction	513	7.8
Manufacturing	1,224	18.7
Wholesale trade	160	2.4
Retail trade	766	11.7
Transportation and warehousing, and utilities	362	5.5
Information	87	1.3
Finance and insurance, and real estate and rental and leasing	297	4.5
Professional, scientific, and management, and administrative and waste management services	451	6.9
Educational services, and health care and social assistance	1,416	21.6
Arts, entertainment, and recreation, and accommodation and food services	460	7.0
Other services, except public administration	449	6.9
Public administration	311	4.8
TOTAL CIVILIANS EMPLOYED, 16+ YEARS	6,545	100

Source: U.S. Census Bureau, 2016-2020 American Community Survey

In regard to the Information sector (NAICS 51) job numbers:

- The 2010 to 2022 decrease is largely due to a decrease in the number of reported jobs within the Newspaper, Periodical, Book, and Directory Publishers sub-sector (NAICS 5111), which experienced a steady annual decline since 2010.
- The 2032 forecast for NAICS 51 estimates minimal job losses after 2022 with higher job losses expected in NAICS 31 (Manufacturing) and NAICS 23 (Construction) from 2022 to 2032.

APPENDIX C

Employment by Industry, Chippewa Falls Zip Code (54729), 2010 and 2022

NAICS Code	Description	2010 Jobs	2022 Jobs	Change	Competitive Effect	2022 L.Q.
11	Agriculture, Forestry, Fishing & Hunting	310	316	6	1	0.88
21	Mining, Quarrying, and Oil & Gas Extraction	0	0	0	0	0.00
22	Utilities	16	<10	Insf. Data	(6)	0.17
23	Construction	1,024	1,240	216	(66)	1.12
31-33	Manufacturing	3,766	3,653	(113)	(419)	2.80
42	Wholesale Trade	323	555	233	220	0.89
44-45	Retail Trade	2,341	2,705	363	247	1.47
48-49	Transportation and Warehousing	712	1,372	660	62	1.35
51	Information	299	143	(156)	(181)	0.41
52	Finance and Insurance	481	593	112	34	0.55
53	Real Estate and Rental and Leasing	386	436	50	(19)	0.48
54	Professional, Scientific, & Technical Services	775	902	126	(94)	0.60
55	Management of Companies and Enterprises	106	120	14	(23)	0.44
56	Administrative and Support and Waste Management and Remediation Services	438	711	273	186	0.57
61	Educational Services (non-public)	180	452	272	229	0.87
62	Health Care and Social Assistance	1,559	1,815	256	(88)	0.78
71	Arts, Entertainment, and Recreation	272	264	(8)	(8)	0.70
72	Accommodation and Food Services	967	1,044	77	(36)	0.79
81	Other Services (except Public Administration)	1,143	1,186	43	10	1.08
90	Government	2,210	2,262	52	117	0.95
99	Unclassified Industry	<10	0	Insf. Data	(3)	0.00
	Total	17,310	19,779	2,470	163	-

Source: EMSI Complete Employment, December 2020

Included for reference in the previous table are competitive effect and location quotient numbers. Competitive effect is used as part of shift-share analysis to show the number of jobs gained or lost that cannot be explained by national growth or overall changes in an industry; these numbers attempt to isolate region-specific trends. Location quotient (L.Q.) is a “snapshot in time” of how concentrated or clustered each industry is within the zip code area. In the case of Manufacturing, the area has 2.8 times more manufacturing jobs compared to the national average. By delving deeper into shift share and L.Q. for different years, trends, competitive advantages, and opportunities can be identified.

Employment Forecast by Industry, Chippewa Falls Zip Code (54456), 2031

NAICS Code	Description	2022 Jobs	2032 Jobs	Change
11	Agriculture, Forestry, Fishing & Hunting	316	329	13
21	Mining, Quarrying, and Oil & Gas Extraction	0	0	0
22	Utilities	<10	13	Insf. Data
23	Construction	1,240	1,223	(17)
31	Manufacturing	3,653	3,611	(42)
42	Wholesale Trade	555	628	72
44	Retail Trade	2,705	2,799	95
48	Transportation and Warehousing	1,372	1,631	259
51	Information	143	139	(5)
52	Finance and Insurance	593	623	31
53	Real Estate and Rental and Leasing	436	436	(0)
54	Professional, Scientific, & Technical Services	902	983	81
55	Management of Companies and Enterprises	120	125	5
56	Administrative and Support and Waste Management and Remediation Services	711	866	155
61	Educational Services	452	578	125
62	Health Care and Social Assistance	1,815	2,019	204
71	Arts, Entertainment, and Recreation	264	368	104
72	Accommodation and Food Services	1,044	1,301	257
81	Other Services (except Public Administration)	1,186	1,348	162
90	Government	2,262	2,395	134
99	Unclassified Industry	0	0	0
	Total	19,779	21,416	1,637

The table above shows an employment forecast for the Chippewa Falls zip code. It is important to note that the data at the zip code level are based on samples and the future trends are estimates. Based on the figures, it is estimated that the transportation and warehousing and accommodation and food services will do well in Chippewa Falls. Industries that are not expected to grow include manufacturing, construction, information, real estate, and rental leasing industries. It is important to note that along with a steady increase in the City's population, the EMSI data forecasts a continued increase (8 percent) in job growth over the next decade.

APPENDIX C

An important feature of determining the economic health and future of Chippewa County and its communities is to determine the amounts and types of jobs currently available as well as making predictions for the future. The Wisconsin Department of Workforce Development (WDWD), Office of Economic Advisors produced employment projections in for West Central Wisconsin, which includes Barron, Chippewa, Chippewa, Dunn, Eau Claire, Pepin, Pierce, Polk, and St. Croix counties.

Employment by Industry Projections, West Central Wisconsin, 2020 and 2030

Industry Title	2020 Employment*	2030 Projected Employment	Change (2020-2030)	
			Employment	Percent
Total All Industries	213,421	230,292	16,871	7.91
Goods-Producing	48,246	51,863	3,617	7.50
Natural Resources and Mining	4,326	4,533	207	4.79
Construction	8,416	9,225	809	9.61
Manufacturing	35,504	38,105	2,601	7.33
Services-Providing	147,867	160,612	12,745	8.62
Trade, Transportation, and Utilities	39,650	44,118	4,468	11.27
Information	1,319	1,182	-137	-10.39
Financial Activities	7,058	7,819	761	10.78
Professional and Business Services	14,655	17,037	2,382	16.25
Education and Health Services	48,327	49,678	1,351	2.80
Leisure and Hospitality	17,494	19,966	2,472	14.13
Other Services (except Government)	7,530	8,485	955	12.68
Government	11,834	12,327	493	4.17
Self Employed and Unpaid Family Workers, All Jobs	17,308	17,817	509	2.94

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, December 2022

WDWD notes that employment is a count of jobs rather than people and includes all part- and full-time nonfarm jobs. Employment is rounded to the nearest ten, with employment less than five rounded to zero. Totals may not add-up due to rounding and some data for certain industries may be suppressed due to confidentiality. Government employment includes tribal-owned operations, which are part of Local Government employment. Information is derived using a variety of Federal data sources. It is important to note that unanticipated events may affect the accuracy of the projections.



Retail Market Potential

Chippewa Falls City, WI
Chippewa Falls City, WI (5514575)
Geography: Place

Prepared by Esri

Demographic Summary		2022	2027
Population		15,133	15,425
Population 18+		11,995	12,232
Households		6,594	6,768
Median Household Income		\$54,745	\$62,786
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	6,305	52.6%	96
Bought any women's clothing in last 12 months	5,881	49.0%	101
Bought any shoes in last 12 months	8,518	71.0%	98
Bought any fine jewelry in last 12 months	2,053	17.1%	89
Bought a watch in last 12 months	1,607	13.4%	94
Automobiles (Households)			
HH owns/leases any vehicle	5,852	88.7%	99
HH bought/leased new vehicle last 12 months	540	8.2%	85
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	10,531	87.8%	99
Bought/changed motor oil in last 12 months	5,997	50.0%	105
Had tune-up in last 12 months	2,671	22.3%	91
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	5,012	41.8%	106
Drank beer/ale in last 6 months	4,647	38.7%	95
Cameras (Adults)			
Own digital point & shoot camera/camcorder	1,141	9.5%	97
Own digital SLR camera/camcorder	884	7.4%	75
Printed digital photos in last 12 months	2,935	24.5%	97
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	3,939	32.8%	101
Have a smartphone	10,724	89.4%	97
Have a smartphone: Android phone (any brand)	5,788	48.3%	121
Have a smartphone: Apple iPhone	4,999	41.7%	79
Number of cell phones in household: 1	2,441	37.0%	121
Number of cell phones in household: 2	2,443	37.0%	96
Number of cell phones in household: 3+	1,600	24.3%	83
HH has cell phone only (no landline telephone)	4,649	70.5%	105
Computers (Households)			
HH owns a computer	5,013	76.0%	94
HH owns desktop computer	2,371	36.0%	95
HH owns laptop/notebook	4,027	61.1%	93
HH owns any Apple/Mac brand computer	1,038	15.7%	70
HH owns any PC/non-Apple brand computer	4,332	65.7%	99
HH purchased most recent computer in a store	2,236	33.9%	92
HH purchased most recent computer online	1,457	22.1%	98
HH spent \$1-\$499 on most recent home computer	1,232	18.7%	120
HH spent \$500-\$999 on most recent home computer	1,171	17.8%	94
HH spent \$1,000-\$1,499 on most recent home computer	603	9.1%	76
HH spent \$1,500-\$1,999 on most recent home computer	234	3.5%	68
HH spent \$2,000+ on most recent home computer	223	3.4%	72

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

October 21, 2022



Retail Market Potential

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	8,154	68.0%	108
Bought brewed coffee at convenience store in last 30 days	1,589	13.2%	107
Bought cigarettes at convenience store in last 30 days	1,297	10.8%	151
Bought gas at convenience store in last 30 days	5,401	45.0%	119
Spent at convenience store in last 30 days: \$1-19	842	7.0%	92
Spent at convenience store in last 30 days: \$20-\$39	1,209	10.1%	98
Spent at convenience store in last 30 days: \$40-\$50	1,155	9.6%	113
Spent at convenience store in last 30 days: \$51-\$99	954	8.0%	132
Spent at convenience store in last 30 days: \$100+	2,790	23.3%	114
Entertainment (Adults)			
Attended a movie in last 6 months	5,115	42.6%	89
Went to live theater in last 12 months	964	8.0%	80
Went to a bar/night club in last 12 months	1,906	15.9%	94
Dined out in last 12 months	5,841	48.7%	96
Gambled at a casino in last 12 months	1,267	10.6%	93
Visited a theme park in last 12 months	1,355	11.3%	79
Viewed movie (video-on-demand) in last 30 days	1,239	10.3%	80
Viewed TV show (video-on-demand) in last 30 days	814	6.8%	80
Watched any pay-per-view TV in last 12 months	615	5.1%	80
Downloaded a movie over the Internet in last 30 days	613	5.1%	67
Downloaded any individual song in last 6 months	2,023	16.9%	86
Used internet to watch a movie online in the last 30 days	3,580	29.8%	87
Used internet to watch a TV program online in last 30 days	2,300	19.2%	87
Played a video/electronic game (console) in last 12 months	1,648	13.7%	117
Played a video/electronic game (portable) in last 12 months	701	5.8%	98
Financial (Adults)			
Have home mortgage (1st)	3,922	32.7%	91
Used ATM/cash machine in last 12 months	6,641	55.4%	92
Own any stock	1,112	9.3%	77
Own U.S. savings bond	749	6.2%	101
Own shares in mutual fund (stock)	1,030	8.6%	77
Own shares in mutual fund (bonds)	696	5.8%	83
Have interest checking account	3,856	32.1%	91
Have non-interest checking account	4,464	37.2%	105
Have savings account	7,662	63.9%	93
Have 401K retirement savings plan	2,380	19.8%	91
Own/used any credit/debit card in last 12 months	10,385	86.6%	97
Avg monthly credit card expenditures: \$1-110	1,612	13.4%	112
Avg monthly credit card expenditures: \$111-\$225	972	8.1%	103
Avg monthly credit card expenditures: \$226-\$450	1,039	8.7%	98
Avg monthly credit card expenditures: \$451-\$700	1,015	8.5%	105
Avg monthly credit card expenditures: \$701-\$1,000	667	5.6%	74
Avg monthly credit card expenditures: \$1001-2000	913	7.6%	76
Avg monthly credit card expenditures: \$2001+	661	5.5%	62
Did banking online in last 12 months	5,712	47.6%	90
Did banking on mobile device in last 12 months	4,497	37.5%	90

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Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used bread in last 6 months	6,203	94.1%	100
HH used chicken (fresh or frozen) in last 6 months	4,392	66.6%	97
HH used turkey (fresh or frozen) in last 6 months	952	14.4%	100
HH used fish/seafood (fresh or frozen) in last 6 months	3,567	54.1%	93
HH used fresh fruit/vegetables in last 6 months	5,663	85.9%	98
HH used fresh milk in last 6 months	5,586	84.7%	102
HH used organic food in last 6 months	1,273	19.3%	77
Health (Adults)			
Exercise at home 2+ times per week	4,334	36.1%	89
Exercise at club 2+ times per week	1,109	9.2%	67
Visited a doctor in last 12 months	9,422	78.5%	99
Used vitamin/dietary supplement in last 6 months	6,877	57.3%	94
Home (Households)			
HH did any home improvement in last 12 months	2,221	33.7%	98
HH used any maid/professional cleaning service in last 12 months	1,120	17.0%	83
HH purchased low ticket HH furnishings in last 12 months	1,243	18.9%	87
HH purchased big ticket HH furnishings in last 12 months	1,588	24.1%	92
HH bought any small kitchen appliance in last 12 months	1,498	22.7%	89
HH bought any large kitchen appliance in last 12 months	1,023	15.5%	100
Insurance (Adults/Households)			
Currently carry life insurance	5,788	48.3%	100
Carry medical/hospital/accident insurance	9,598	80.0%	99
Carry homeowner/personal property insurance	6,669	55.6%	98
Carry renter's insurance	1,286	10.7%	101
HH has auto insurance: 1 vehicle in household covered	2,008	30.5%	103
HH has auto insurance: 2 vehicles in household covered	1,926	29.2%	94
HH has auto insurance: 3+ vehicles in household covered	1,520	23.1%	93
Pets (Households)			
Household owns any pet	3,934	59.7%	114
Household owns any cat	1,877	28.5%	124
Household owns any dog	2,945	44.7%	113
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	4,765	39.7%	112
Buy based on quality not price	1,767	14.7%	86
Buy on credit rather than wait	1,334	11.1%	84
Only use coupons brands: usually buy	1,659	13.8%	101
Will pay more for environmentally safe products	1,405	11.7%	86
Buy based on price not brands	3,592	29.9%	104
Am interested in how to help the environment	2,318	19.3%	94
Reading (Adults)			
Bought digital book in last 12 months	1,822	15.2%	87
Bought hardcover book in last 12 months	2,815	23.5%	96
Bought paperback book in last 12 month	3,328	27.7%	89
Read any daily newspaper (paper version)	1,843	15.4%	100
Read any digital newspaper in last 30 days	5,200	43.4%	87
Read any magazine (paper/electronic version) in last 6 months	10,131	84.5%	95

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	8,008	66.8%	100
Went to family restaurant/steak house: 4+ times a month	2,491	20.8%	100
Went to fast food/drive-in restaurant in last 6 months	10,802	90.1%	100
Went to fast food/drive-in restaurant 9+ times/month	4,540	37.8%	100
Fast food restaurant last 6 months: eat in	2,609	21.8%	96
Fast food restaurant last 6 months: home delivery	1,314	11.0%	94
Fast food restaurant last 6 months: take-out/drive-thru	7,125	59.4%	106
Fast food restaurant last 6 months: take-out/walk-in	2,202	18.4%	86
Television & Electronics (Adults/Households)			
Own any tablet	6,223	51.9%	92
Own any e-reader	1,149	9.6%	78
Own e-reader/tablet: iPad	3,222	26.9%	77
HH has Internet connectable TV	2,739	41.5%	97
Own any portable MP3 player	1,541	12.8%	94
HH owns 1 TV	1,400	21.2%	108
HH owns 2 TVs	1,924	29.2%	106
HH owns 3 TVs	1,419	21.5%	97
HH owns 4+ TVs	1,213	18.4%	89
HH subscribes to cable TV	2,375	36.0%	97
HH subscribes to fiber optic	228	3.5%	64
HH owns portable GPS navigation device	1,513	22.9%	112
HH purchased video game system in last 12 months	313	4.7%	61
HH owns any Internet video device for TV	2,918	44.3%	98
Travel (Adults)			
Took domestic trip in continental US last 12 months	5,883	49.0%	92
Took 3+ domestic non-business trips in last 12 months	1,293	10.8%	86
Spent on domestic vacations in last 12 months: \$1-999	1,418	11.8%	94
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	583	4.9%	78
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	417	3.5%	92
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	385	3.2%	85
Spent on domestic vacations in last 12 months: \$3,000+	529	4.4%	69
Domestic travel in last 12 months: used general travel website	538	4.5%	75
Took foreign trip (including Alaska and Hawaii) in last 3 years	2,709	22.6%	68
Took 3+ foreign trips by plane in last 3 years	584	4.9%	61
Spent on foreign vacations in last 12 months: \$1-999	589	4.9%	68
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	313	2.6%	68
Spent on foreign vacations in last 12 months: \$3,000+	450	3.8%	62
Foreign travel in last 3 years: used general travel website	501	4.2%	64
Nights spent in hotel/motel in last 12 months: any	5,055	42.1%	93
Took cruise of more than one day in last 3 years	998	8.3%	77
Member of any frequent flyer program	2,047	17.1%	69
Member of any hotel rewards program	2,782	23.2%	90

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

October 21, 2022

Appendix D: Plans and Programs

The following plans and programs are the most commonly used and available to the community in the implementation of its comprehensive plan. In some cases, programs include agencies or divisions within an agency. This list is not exhaustive and will change over time as modifications are made and new rules, resources, grant programs, and partners become available.

HOUSING PLANS & PROGRAMS

While comprehensive plans must describe those programs which are available to provide an adequate housing supply that meets existing and projected demand, it is not assumed that the City is solely responsible for managing and providing these programs. In fact, there are a wide variety of available programs for residents at a variety of geographic and jurisdictional levels, with the most commonly used and available programs summarized here.

Federal Housing Programs

Department of Housing and Urban Development (HUD)

HUD is the federal agency with primary responsibility for housing programs and community development. HUD is the main repository of resources for housing programs in Wisconsin. HUD provides funding for state developed programs through HOME and other initiatives. It also funds the Continuum of Care Program, and provides Section 8 vouchers, which assist low-income families in finding affordable housing. The Wisconsin HUD office is located in Milwaukee and can be contacted at (414) 297-3214.

Home Investment Partnership Program (HOME)

HOME is a federal housing program to support the provision of low-cost housing. A variety of affordable housing activities may be supported by federal HOME awards including down payment assistance to homebuyers, rental rehabilitation, weatherization-related repairs, accessibility improvements and rental housing development.

The HOME Rental Housing Development (RHD) program is administered by the Wisconsin Department of Administration (DOA) through its Division of Energy, Housing and Community Resources (DEHCR). These programs provide funds to eligible housing organizations for development of affordable rental housing.

The HOME Owner-Occupied Housing Loan program is administered by the DEHCR through the Homebuyer and Rehabilitation Program (HHR).

State Housing Programs

Community Development Block Grant (CDBG) – Housing Program

The Wisconsin Community Development Block Grant (CDBG) program for housing, administered by the DEHCR, provides grants to general purpose units of local government for housing programs which principally benefit low- and moderate-income (LMI) households. The CDBG program is a federally funded program through HUD. CDBG funds can be used for various housing and neighborhood revitalization activities including housing rehabilitation, acquisition, relocation, demolition of dilapidated structures, and handicap accessibility improvements. For more information on these programs, visit DEHCR's Community Development Programs webpage.

Historic Home Owner's Tax Credits

A 25 percent Wisconsin investment tax credit is available for people who rehabilitate historic, non-income-producing personal residences, and who apply for and receive project approval before beginning physical work on their projects. This program is administered by the Wisconsin Historical Society's State Historic Preservation Office.

Homeless Programs

Wisconsin Department of Administration's Division of Energy, Housing & Community Resources administers programs specifically designed to help homeless people:

- State Shelter Subsidy Grant (SSSG) Program: provides up to one-half of an emergency homeless shelter's program operating budget. Eligible applicants are a county or municipal governing body or agency, an Indian Tribal government, a community action agency, or other private not-for-profit or non-profit organization.
- Housing Opportunities for Persons With Aids (HOPWA): This federal program is designed to provide eligible applicants with resources and incentives to devise long-term comprehensive strategies for meeting the housing needs of persons with AIDS or related diseases. Funds are distributed through a competitive process.
- HUD Emergency Shelter Grant (ESG) Program: Funds may be used for outreach to unsheltered individuals and families; emergency shelter, including shelter operations and renovations; homelessness prevention, including rental assistance; rapid re-housing, including rental assistance, rental arrears, application fees, security deposits, and utility payments; and database costs. In addition, up to 7.5% of grants may be used for program administration.
- Interest Bearing Real Estate Trust Account Program (IBRETA): Real estate brokers establish interest bearing real estate trust accounts for the deposit of all down payments, earnest money deposits and other trust funds received by the broker and related to the conveyance of real estate. Interest is remitted to the WDOA. Proceeds augment existing homeless programs.

Home Safety Act

A Wisconsin law requires the state's Uniform Dwelling Code (UDC) be enforced in all municipalities. This includes the necessity to have new construction inspected for compliance with the UDC, the statewide building code for one- and two-family dwellings built since June 1, 1980. The Home Safety Act (2003 WI Act 90) signed into law by Governor Doyle on December 3, 2003, includes important changes to the enabling statutes for the UDC. The changes were effective as of December 18, 2003.

Housing Cost Reduction Initiative (HCRI)

Local sponsors compete for state grants annually to reduce the housing costs of low-income renters or home buyers. Eligible applicants include local units of government, American Indian tribes or bands in Wisconsin, housing authorities and non-profit housing organizations. Eligible activities are emergency rental aid, home buying down payment assistance, homeless prevention efforts, and related housing initiatives. The HCRI is administered by the Wisconsin Division of Energy, Housing and Community Resources.

Property Tax Deferred Loan Program (PTDL)

This state program provides loans to low- and moderate-income elderly homeowners to help pay local property taxes so that the elderly can afford to stay in their homes. To be eligible, individuals must be at least 65 years old with a spouse that is at least 60 years old, unless one is disabled.

Wisconsin Weatherization Assistance Programs

The Department of Administration-Division of Energy, Housing and Community Resources provides weatherization assistance for units occupied by low-income persons. This service is provided through the three community action programs operating in the region. It is also notable that many residential properties which are being sold for conversion to rental units also have to meet state-minimum energy conservation standards at the time of ownership transfer.

Wisconsin Department of Administration, Division of Energy, Housing and Community Resources

The Division of Energy, Housing and Community Resources provides housing policy and assistance programs to households. It offers state-funded housing grants or loans through local organizations, coordinates its housing programs with those of other state and local housing agencies, helps develop state housing plans and policies, and provides training and technical assistance. The Division channels federal housing funds to local authorities and organizations and administers federal funds for the homeless.

Wisconsin Housing and Economic Development Authority (WHEDA)

The Wisconsin Housing and Economic Development Authority serves Wisconsin residents and communities by working with others to provide creative financing resources and information to stimulate and preserve affordable housing, small business, and agribusiness. WHEDA administers a low-income housing tax credit program and loan programs.

Regional Housing Programs

Regional Community Development Block Grant (CDBG) Housing Program

The Regional Community Development Block Grant (CDBG) Housing Program for West Central Wisconsin (inclusive of Chippewa County) is administered by the Chippewa County Housing Authority. The funds are used to assist Low-to-Moderate Income (LMI) homeowners in bringing their homes up to safe and sanitary conditions through the provision of no-interest, deferred payment loans. A separate program component provides homebuyers with no-interest, deferred payment loans for closing costs and downpayments. Repayment is made at the point that the homeowner no longer occupies the property. Grant funding can also be used for housing acquisition, reconstruction and demolition. Although not currently used in this way, other eligible uses include small neighborhood public facility projects, assistance to developers creating low- and moderate-income rental units, and conversion of buildings into LMI housing. The program is a revolving loan fund with repaid loans being relent to eligible LMI households. New funds for the program are secured through a competitive application process with the Wisconsin Department of Administration (WDOA).

Habitat for Humanity

The goal of this program is to eliminate inadequate housing and poverty housing throughout the world. Local affiliates, including dozens in Wisconsin, are responsible for raising funds, recruiting volunteers, identifying project sites, and constructing owner-occupied housing for the benefit of participating low-income families. Visit habitat.org.

West Central Wisconsin Regional Planning Commission (WCWRPC)

The Regional Planning Commission offers technical housing assistance with respect to housing related grants and funding and grant writing. WCWRPC should be contacted for further information. Visit its website at wccwrpc.org.

County and Local Housing Programs

Chippewa County Housing Authority

The Chippewa County Housing Authority is a public housing authority that provides housing resources and services for low and moderate income (LMI) households on a countywide basis. Through the use of funding from CDBG and a Revolving Loan Fund (RLF), the CCHA offers assistance to LMI homeowners and landlords for repairs and down payment or closing costs.

Wisconsin Energy Assistance Program

The Wisconsin Energy Assistance Program, administered by Division of Energy, Housing and Community Resources for Chippewa County, assists low-income households with purchasing furnaces when the family's existing furnace is a health hazard or beyond repair. The Division should be contacted for more information.

TRANSPORTATION PLANS & PROGRAMS

State Plans

Wisconsin Statewide Long-Range Multimodal Transportation Plan (Connect 2050)

The Wisconsin Department of Transportation has a statewide long-range transportation plan through the year 2050, called Connect 2050. The plan addresses all forms of transportation—highways, local roads,

air, water, rail, bicycle, pedestrian, and transit – and ways to make the individual modes work better as an integrated transportation system. The overall goal of the planning process is to identify a series of policies to aid transportation decision-makers when evaluating programs and projects. The plan is available through the Wisconsin Department of Transportation's website.

Access Management

WisDOT employs three types of access control authorized by state statutes. A short summary of the state statutes follows, but it should be noted that the actual content of the statutes is significantly more detailed, and many special conditions and provisions are not included in this text. The type of access control that is imposed on various highway road segments influences how that segment is managed.

- Wis. Stats. 84.09 (purchase access control) – WisDOT acquires land by gift, devise, purchase or condemnation to establish, extend, or improve transportation facilities.
- Wis. Stats. 84.25 (administrative access control) – WisDOT designates some rural portions of the state trunk highway system as controlled-access highways where studies show that the potential exists for traffic volumes to exceed 2,000 vehicles per 24-hour day.
- Wis. Stats. 84.295 (freeway and expressway access control) – WisDOT designates highways with greater than 4,000 vehicles per day as freeways or expressways when it is determined that the volume and character of traffic warrants the construction or acquisition of right-of-way to accommodate a four-lane highway.

Wisconsin Rail Plan 2050 and Midwest Regional Rail Initiative

Nine Midwestern states, including Wisconsin, worked together on plans for linking the Midwest into a national passenger rail network, adopting a plan in 2000. Funding was acquired for the implementation of the leg between Milwaukee and Madison, and for the next phase of study, corridor selection, between Milwaukee and Minneapolis. In 2010, Wisconsin abandoned the project, returning the implementation funds to the Federal Rail Administration (FRA) and discontinuing participation in the corridor selection study. MnDOT continued the corridor study without Wisconsin's cooperation, eventually recommending a route through La Crosse over routes through Eau Claire that would have more closely served Chippewa Falls. While environmental study continues on the La Crosse route, the Eau Claire corridor is still shown in local, regional, and state (Minnesota and Wisconsin) transportation plans.

Wisconsin State Airport System Plan 2030

Airports, aviation and aviation-related industries play a significant role in the economic success of Wisconsin communities. The Wisconsin State Airport System Plan 2030 (SASP 2030) provides a framework for the preservation and enhancement of a system of public-use airports adequate to meet current and future aviation needs of Wisconsin.

Wisconsin Bicycle Transportation Plan – 2020

This is the state's major plan for developing and integrating bicycles into the transportation system. It was adopted by WisDOT in 1998 and looked at creating a system of bikeways using suitable routes along County and state highways.

An update to the Bicycle Transportation Plan is currently underway within the Active Transportation Plan 2050.

State Recreational Trails Network Plan

This plan was adopted in 2001 and updated in 2003 by WDNR as an amendment to the Wisconsin State Trail Strategic Plan to identify a network of trail corridors throughout the state consisting of more than 4,000 miles of trails known as the Trail Interstate System.

An update to the Trails Network Plan is currently underway.

Wisconsin Pedestrian Policy Plan 2020

The Wisconsin Department of Transportation (WisDOT) developed the Wisconsin Pedestrian Policy Plan 2020 to provide a long-range vision addressing Wisconsin pedestrian needs. The Pedestrian Plan provides a basic description of existing and emerging pedestrian needs over the next 20 years, with a set of recommendations to meet those needs. WisDOT's efforts ensure that this plan complements both existing and future long-range transportation plans.

An update to the Bicycle Transportation Plan is currently underway within the Active Transportation Plan 2050.

Regional and Local Plans

Chippewa County and the City of Chippewa Falls consider applicable State, regional, and local transportation plans in the development of their own respective transportation plans. Both entities submit Local Road Improvement Program (LRIP) plans to WisDOT in order to receive LRIP funding. The City of Chippewa Falls manages its local transportation improvements through its five-year capital improvements plan.

State Programs

Adopt-A-Highway Program

The Adopt-A-Highway Program is administered by the Wisconsin Department of Transportation (WDOT). The program was initiated to allow groups to volunteer and support the state's antilitter program in a more direct way. Each qualified group takes responsibility for litter control on a segment of state highway. The group picks up litter on a segment at least three times per year between April 1 and November 1. Groups do not work in dangerous areas like medians, bridges, or steep slopes. In addition, a sign announcing a group's litter control sponsorship can be installed. The state Adopt-A-Highway coordinator should be contacted for further information. Applications and forms are available through the WDOT website.

Wisconsin Information System for Local Roads (WISLR)

WISLR is an internet-accessible system that helps local governments and the Wisconsin Department of Transportation (WisDOT) manage local road data to improve decision-making, and to meet state statute requirements. With Geographic Information System technology, WISLR combines local road data with interactive mapping functionality. WISLR provides a system for local governments to report local road information (such as width, surface type, surface year, shoulder, curb, road category, functional classification, and pavement condition ratings) to WisDOT. Local governments can use WISLR to organize, analyze, update, and edit their data.

Transportation Economic Assistance (TEA) Program

The Transportation Economic Assistance program provides 50% state grants to governing bodies, private businesses, and consortiums for road, rail, harbor, and airport projects that help attract employers to Wisconsin, or encourage business and industry to remain and expand in the state. Grants of up to \$1 million are available for transportation improvements that are essential for an economic development project. It must be scheduled to begin within three years, have the local government's endorsement, and benefit the public. For more information about this program, contact: Wisconsin Department of Transportation, Division of Transportation Investment Management, phone (608) 266-3488.

Wisconsin Department of Natural Resources

The Wisconsin Department of Natural Resources does provide funding to local governments for trails, paths, routes, and other infrastructure for alternative modes of transportation, such as biking, walking/hiking, boating, and ATVs. Though these programs often have a recreational focus, such facilities can many times be an important component of a community's transportation strategy.

Community Development Block Grant-Public Facilities (CDBG-PF)

Administered by the Wisconsin Department of Administration, communities meeting a low-to-moderate income threshold are eligible to apply for CDBG-PF grants for infrastructure and building projects, which may include streets and specialized transportation projects.

Wisconsin Department of Transportation

Transportation programming efforts in Wisconsin are largely coordinated or funded through the Wisconsin Department of Transportation (WisDOT), including the distribution of federal transportation assistance dollars.

Many of these key assistance programs for county and local governments are listed below.

- **General Transportation Aids (GTA)** return about 30% of all state-collected transportation revenues to local governments for road construction, maintenance, and other related costs
- **Local Roads (LRIP) and Local Bridge Improvement Programs** assist local governments in improving seriously deteriorating roads and bridges.
- **Surface Transportation Program (STP)** uses allocated federal funds for the improvement of federal-aid-eligible local (STP-L), rural (STP-R), and urban (STP-U) roads and streets.
- **Connecting Highway Aids** are available to municipalities for roadways connecting to the State Trunk Highway system, in particular if increased traffic is experienced.
- **Rural (RTAP) and State Urban Mass Transit Assistance** allocate federal funds to support capital, operating, and training expenses for public transportation services.
- **County Elderly and Disabled Transportation Assistance** funds provide counties with financial assistance to provide transportation services to the elderly and persons with disabilities. Capital funds through the **Section 5310 Program** are also available for non-profits and local governments. A related WisDOT-administered program is **New Freedom**, which provides Federal Transit Administration funds to private and public entities for programs which assist individuals with disabilities to overcome transportation-related barriers so they may get to work.
- **Wisconsin Employment Transportation Assistance Program (WETAP)** provides start-up and development grant funding for projects which connect low-income workers with jobs through enhanced local transportation services. WETAP includes federal **Job Access and Reverse Commute (JARC)** Program funding and related requirements.
- **Transportation Alternatives Program (TAP)** funds projects that increase multi-modal transportation alternatives (e.g., bicycling, pedestrian), landscaping/streetscaping, and the preservation of historic transportation structures.
- **Safe Routes to School Program** is a federal program administered by WisDOT aimed at helping communities to make it safer for children to walk and bike to and from school and to encourage them to do so. In addition to planning grants, implementation of education, enforcement, engineering, and evaluation programs and projects are also eligible under the program.
- **Airport Improvement Program** combines a variety of resources to fund improvements for the state's public-use airports which are primarily municipally owned. Additional program and regulatory support are also available through the Federal Aviation Administration.
- **Freight Rail Programs** for the preservation of existing rail service through rail acquisition and rehabilitation, and for the improvement of rail infrastructure.

Each year, WisDOT updates a four-year **Statewide Transportation Improvement Program** for all highway and transit projects that propose to use federal funds. WisDOT also has a variety of specialty assistance programs, such as Flood Damage Aids, Rustic Roads, County Forest Road Aids, and the Adopt-A-Highway Program. Data for local roads is managed by WisDOT through the Internet-accessible **Wisconsin Information System for Local Roads (WISLR)**. For further information, contact the WDOT at (715) 836-2891.

Regional, County, and Local Programs

Chippewa Falls Public Works Department

The department provides: maintenance and repair of street, alleys, curbs, gutters, sidewalks, street signs, street lights, storm sewers, culverts, drainage areas, City buildings and structures, and machinery and equipment; and other associated items.

Chippewa County Highway Departments

The County Highway Department has responsibilities regarding the maintenance and repair of county highways.

West Central Wisconsin Regional Planning Commission (WCWPRC)

The West Central Wisconsin Regional Planning Commission offers highway, rail and airport planning services as well as access control planning, pavement management plans, thoroughfare plans, traffic and parking studies, and pedestrian/bicycle trail planning guidance. Contact WCWPRC for further information.

Chippewa-Eau Claire Metropolitan Planning Organization (MPO)

Administered by WCWPRC, the MPO conducts comprehensive urban transportation planning for the Eau Claire Urbanized area thereby satisfying the conditions necessary for the receipt of federal transportation funding for capital, operating, and planning assistance. The MPO also assists the Wisconsin Department of Natural Resources in the development of the urbanized area's sewer service area plan and acts in an advisory role to the Department in matters concerning the implementation of the plan.

Chippewa County Aging & Disability Resource Center

The Chippewa County ADRC provides transportation resources for residents that meet certain qualifications. Rides for medical appointments are available. Rides for shopping, business, or social needs may be available, but are based on funding availability. Contact the ADRC for additional information and eligibility requirements.

UTILITIES AND COMMUNITY FACILITIES PLANS & PROGRAMS

Assistance to Firefighting Grant Program

This program is administered by the Federal Emergency Management Agency (FEMA). The program assists rural, urban, and suburban fire departments to increase the effectiveness of firefighting operations, expand firefighting health and safety programs, purchase new equipment, and invest in EMS programs. For information regarding the grant contact FEMA Grant Program staff at 1-866-274-0960. For the most current information regarding grant awards and any other USFA projects, visit [fema.gov/](https://www.fema.gov/).

Knowles-Nelson Stewardship Program

Administered through the Wisconsin Department of Natural Resources, funds are available to assist local communities acquire and develop public outdoor recreation areas as per s. 23.09 (20), Wis. Stats. Counties, towns, cities, villages, and Indian Tribes with an approved Comprehensive Outdoor Recreation Plan are eligible to apply. There is a 50% local match required. Awards are granted on a competitive basis. Acquisition and development of public outdoor recreation areas are eligible projects as well as urban green space, urban rivers, and recreational trails projects.

Brownfields Initiative

The Brownfields Initiative provides grants to persons, businesses, local development organizations, and municipalities for environmental remediation activities for brownfield sites where the owner is unknown, cannot be located, or cannot meet the cleanup costs. The Wisconsin Economic Development Corporation should be contacted for further information.

Clean Water Fund Program

Funds are available to protect water quality by correcting existing wastewater treatment and urban storm water problems and preventing future problems as per s. 281.58 and 281.59, Wis. Stats. Cities, towns, villages, counties, town sanitary districts, public inland lake protection and rehabilitation districts, metropolitan sewerage districts, and tribal governments are eligible to apply. Eligible projects include construction of treatment works, sewer systems, interceptors, and urban stormwater runoff treatment systems. Projects that are necessary to prevent violation of discharge permits, meet new or changed discharge limits, or correct water quality or human health problems in unsewered areas may receive priority for funding. Low interest loans are available for planning, design, and construction of wastewater treatment projects and urban storm water runoff projects approved by the Department. The program is offered by the WDNR.

WEDC Brownfield Grants Program and Idle Sites Redevelopment Program

The Brownfield Grant and Brownfield Site Assessment Grant are designed to assist communities with assessing or remediating the environmental contamination of an abandoned, idle, or underused industrial or commercial facility or site in a blighted area, or one that qualifies as blighted. Critical to obtaining a grant is a redevelopment plan that describes how the property will be reused for commercial or industrial development that results in jobs and private investment in the community.

The Idle Sites Redevelopment program is in place for redevelopment plans of large idle, abandoned, or underutilized sites. These sites will need to have been in this condition for at least 5 years. Eligible activities include rehabilitation, demolition, remediation, or infrastructure improvements. The Wisconsin Economic Development Corporation should be contacted for further information on these programs.

Community Development Block Grant for Public Facilities (CDBG-PF)

The Wisconsin CDBG Public Facilities Program is designed to assist economically distressed, smaller communities with public facility improvements. Eligible activities include, but are not limited to utility system improvements, streets, sidewalks, and community centers. Federal grant funds are available annually. The maximum grant for any single applicant is \$1,000,000. Grants are only available up to the amount that is adequately justified and documented with engineering or vendor estimates. For more information on this program contact the Wisconsin Division of Energy, Housing and Community Resources.

Community Development Block Grant Public Facilities for Economic Development (CDBG-PFED)

The CDBG Public Facilities for Economic Development Program helps underwrite the cost of municipal infrastructure necessary for business development that retains or creates employment opportunities. Eligible activities are improvements to public facilities such as water systems, sewerage systems, and roads that are owned by a general or special purpose unit of government, and which will principally benefit businesses, and which as a result will induce businesses to create jobs and invest in the community. The Wisconsin Division of Energy, Housing and Community Resources should be contacted for further information.

Household and Agricultural Hazardous Waste Collection Grant (Clean Sweep)

Funds are available to municipalities to create and operate local “clean sweep” programs for the collection and disposal of hazardous waste. Any type of program for the collection and disposal of hazardous wastes, including permanent collection programs, is eligible. The program is offered by the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP). Chippewa County, which currently coordinates a county-wide clean sweep, can also be contacted for further information.

Tax Incremental Financing (TIF)

TIF can help a municipality undertake a public project to stimulate beneficial development or redevelopment that would not otherwise occur. It is a mechanism for financing local economic development projects in underdeveloped and blighted areas. Taxes generated by the increased property values pay for land acquisition or needed public works. The City's current TIF districts are discussed in more detail within the Economic Development element.

Chippewa County Utility Accommodation Policy

The purpose of the Chippewa County Utility Accommodation Policy is to prescribe the policies and procedures that shall be met by any utility whose facility currently occupies, or will occupy in the future, any highway right-of-way or bridge over which Chippewa County has jurisdiction. The Policy applies to all public and private utilities as defined in 96.01(B) (9) and (15). It also applies to all existing utility facilities retained, relocated, replaced, or altered, and to new utility facilities installed within Chippewa County right-of-way.

AGRICULTURAL AND NATURAL RESOURCES PLANS & PROGRAMS

There are many agricultural, forestry, and natural resource conservation programs which area residents and communities can access, and a variety of related programs. The following is a description of some of the natural and cultural resources programs which may be of particular interest to the City and its residents. The Chippewa County Land Conservation Department, the County UW-Extension Office, and the local NRCS and Farm Services Agency are additional excellent resources.

Natural Resources Programs

2003 Wisconsin Act 307 – Notification to Nonmetallic Resource Owners

This Act amends portions of the Wisconsin Comprehensive Planning Law to increase communication and notification of local planning with owners of nonmetallic mineral sites. Public participation procedures must now include written procedures describing the methods the local government will use to distribute proposed, alternative, or amended elements of a plan to owners of property, or to persons who have a leasehold interest in property, which may extract nonmetallic mineral resources on the property. This is only required if the comprehensive plan changes the allowable use or intensity of use of the given property. 2003 Wisconsin Act 307 also added provisions to the Comprehensive Planning Law detailing that prior to a public hearing written notice shall be provided to property owners or operators with an interest in nonmetallic mineral resources.

Environmental Quality Incentives Program (EQIP)

The purpose of EQIP is to provide technical and financial help to landowners for conservation practices that protect soil and water quality. Nutrient management and prescribed grazing are eligible for cost-sharing statewide. Assistance for other practices is available in selected priority areas. Approved projects are based on environmental value. Contracts are used. Payment rates are reviewed and set each fiscal year. Public access is not required. Contact one of the local USDA Natural Resources Conservation Service Center, Farm Service Agency, or Rural Development offices. The County Land and Water Conservation Department may also be able to assist.

Non-Point Pollution Abatement Program

Funds and technical assistance are available to improve water quality by limiting or ending sources of non-point source (run-off) water pollution by providing financial and technical assistance to landowners, land operators, municipalities, and other governmental units. Governmental units located within designated priority watersheds, or whose jurisdiction includes priority lakes, are eligible to apply. Efforts are focused statewide in critical watersheds and lakes where non-point source related water quality problems are most severe and control is most feasible. Rural landowners or land operators, whose properties lie within selected priority watersheds or include a priority lake, can contact their county land conservation department to receive an explanation of the program and to sign up for cost sharing of best management practices. Cost sharing is capped at 50% as of 2023. Non-rural landowners and land operators can contact

their municipal government offices. Contact the WDNR West Central Region Community Financial Assistance Specialist for further information.

Surface Water Grants

Cost-sharing grants are available for water protection or restoration projects through the Department of Natural Resources. A comprehensive list of grants can be found on the WDNR's Surface Water Grant Program website. The Regional Environmental Grant Specialist can also assist with identifying grants and determining eligibility.

Stewardship Grants for Non-profit Conservation Organizations

Funds are available for the acquisition of land or easements for conservation purposes, and restoration of wildlife habitat. Non-profit conservation organizations are eligible to apply. Priorities include acquisition of wildlife habitat, acquisition of lands with special scientific or ecological value, rare and endangered habitats and species, acquisition of stream corridors, acquisition of land for state trails including the Ice Age Trail and North Country Trail, and restoration of wetlands and grasslands. Eligible types of projects include fee simple and easement acquisitions and habitat restoration projects. Contact the WDNR for further information.

Brownfield Remediation/Redevelopment

Programs under the Wisconsin Department of Natural Resources and Wisconsin Economic Development Corporation provide funding for acquisition, remediation, and redevelopment of designated "brownfield" sites. Contact the WDNR or WEDC for further information.

HISTORIC AND CULTURAL RESOURCES PLANS & PROGRAMS

Historic Building Code

Wisconsin Statute 101.121 *et seq.* addresses the Wisconsin Historic Building Code, which facilitates the restoration and rehabilitation of historic structures. Once historic building owners obtain permission to use the Historic Building Code, they may use it in lieu of any other state, county, or municipal code. The code is designed to help owners maintain the historic appearance of their buildings and allow them to use original materials and construction techniques that may no longer be permitted under present day building codes. To qualify to use the code, property owners must own buildings that fall under the code's definition of a historic building. Buildings listed in, nominated to, or determined eligible for the National Register of Historic Places or State Register of Historic Places qualify as historic under the code. The code may also be applied to properties located in National Register and State Register historic districts. The Wisconsin Department of Safety and Professional Services administers the Historic Building Code and can be contacted for further information. By State Statute, if a city or village has one or more properties on the National or State Register of Historic Places, it must enact a historic preservation ordinance. A city or village may also establish a landmarks commission to designate historic or archaeological landmarks and establish historic districts.

Wisconsin's Main Street Program

The Main Street Program helps communities revitalize their downtown areas. The National Main Street Center and state staff offer a comprehensive range of professional services that follow a four-point approach: organization, promotion, design, and economic restructuring. More information on the Wisconsin Main Street Program can be found at: wedc.org/programs-and-resources/main-street.

Federal & Wisconsin Historical Preservation Tax Credits

One of the benefits of owning an income-producing historic property in Wisconsin is the ability to participate in federal and state income tax incentives programs for significant rehabilitation of certified historic properties.

Wisconsin Historical Society

The Society is the federally-designated State Historic Preservation Office. The Society provides a range of resources for information concerning state or federal laws and regulations, information on grassroots strategies for preserving and protecting historic properties, or information on how you may protect and preserve your own historic property. Nonprofit organizations are not eligible for these tax credits in most cases. Owner-occupied historic homes are eligible for a 25 percent tax credit under a separate Historic Homeowners Tax Credit.

Wisconsin's Historical Markers Program

Wisconsin's State Historical Markers program has been interpreting both important small incidents and monumental events that form the State's past. Placed on the very site where significant events occurred, markers evoke an immediacy of the past that no history book can provide. The Society's Division of Historic Preservation administers the Wisconsin Historical Markers Program. Applications are required for all official State of Wisconsin historical markers and plaques. Applications are available at wisconsinhistory.org/Records/Article/CS15267.

National Historic Landmarks Program

National Historic Landmark status is the highest level of national designation. These are properties of exceptional value to the nation that retain a high degree of architectural and historical integrity. The purpose of the National Historic Landmarks Program is to identify and designate these properties and to encourage their long-range preservation. Nomination preparers should consult the Division of Historic Preservation and the National Park Service before proceeding with a National Historic Landmark nomination.

National Trust for Historic Preservation, Preservation Services Fund

Grants from this fund of the National Trust for Historic Preservation are designed to encourage preservation at the local level by providing seed money for preservation projects. These grants help stimulate public discussion, enable local groups to gain the technical expertise needed for particular projects, and encourage financial participation by the private sector. PSF award applicants must be a non-profit organization or public agency capable of matching the grant amount dollar-for-dollar. Funding is available up to \$5,000.

Public Humanities Program, Wisconsin Humanities Council

The Wisconsin Humanities Council (WHC) provides funding from \$500 to \$10,000 for public humanities programs. The WHC accepts proposals for projects that enhance appreciation of the importance of particular historic buildings or that increase public awareness of the importance of particular buildings or decorative art works in Wisconsin. More information can be found at wisconsinhumanities.org.

Jeffris Heartland Fund

The Jeffris Family Foundation provides grants between \$5,000 to \$50,000 for historic preservation projects. Additional information can be found at jeffrisfoundation.org/.

Certified Local Government Program

Local units of government that have enacted historic preservation ordinances may consider being certified to participate in the state and federal Certified Local Government (CLG) program. The CLG program provides special grants to fund planning and educational activities. The Division of Historic Preservation at the Wisconsin Historical Society administers the CLG program. Wisconsin has 40 Certified Local Governments. For more information about the Certified Local Government please visit the Society's Web site at wisconsinhistory.org/ or the National Park Service's Web site at nps.gov/nr/.

Local Organizations

A wide variety of local organizations are involved in promoting cultural or historical resources, which are important partners in related planning and programming. Key local partners and programs are discussed in the Historic and Cultural Resources element.

ECONOMIC DEVELOPMENT PLANS & PROGRAMS

There are many organizations, programs, grants, and services available to assist with economic development planning and activities. A number of the programs related to infrastructure development were previously discussed in the Utilities and Community Facilities element. The following are some additional commonly referred to economic development plans and programs.

U.S. Department of Commerce, Economic Development Administration (EDA)

The Economic Development Administration (EDA) provides financial assistance to help distressed communities overcome barriers that inhibit the growth of their local economies. EDA provides assistance for public works projects, planning, research and technical assistance, grants, and education. The WCWRPC is designated as an economic development district by the Economic Development Administration. It is required to undertake economic development planning and project identification for all seven counties of the region. For more information, see wcwrpc.org.

USDA, Wisconsin Rural Development Programs

The Wisconsin Rural Development Program has many services that are available to rural communities and their residents. Available programs and services include community development programs, business and community programs, rural housing and utilities services, and community facility programs. For more information visit the Wisconsin Rural Development web site at rurdev.usda.gov/wi/index.html.

Wisconsin Economic Development Association

WEDA is a statewide association of 410+ member organizations whose primary objective is to increase the effectiveness of individuals involved in the practice of economic development in Wisconsin by encouraging cooperation, exchange of information and promotion of professional skills. With a proactive Council and involved membership support, we will continue to advance the professionalism of Wisconsin's economic development efforts. For more information see weda.org/.

Wisconsin Department of Administration

The Wisconsin Department of Administration (WDOA) has several grant programs and services available to communities or businesses within communities. The federally funded Community Development Block Grant (CDBG) program can be used for housing, economic development, and public facility improvements. The following programs are available:

- CDBG Public Facility (PF) program for infrastructure and buildings benefitting the public
- CDBG Economic Development (ED) funding for business expansions, employee training and business infrastructure
- CDBG Public Facility-Economic Development (PF-ED) funding for public infrastructure necessary for business expansions

For more information, see energyandhousing.wi.gov/Pages/CommunityResources.aspx.

Wisconsin Economic Development Corporation

The Wisconsin Economic Development Corporation (WEDC) nurtures business growth and job creation in Wisconsin by providing resources, technical support, and financial assistance to companies, partners and the communities they serve. Economic development programs administered by WEDC include:

- The Main Street Program helps communities revitalize their downtown areas. The National Main Street Center and state staff offer a comprehensive range of professional services that follow a four-point approach: organization, promotion, design, and economic restructuring.
- The Connect Communities program also focuses on downtowns with WEDC providing operational and technical resources.
- The Community Development Investment Grant Program provides financial incentives for shovel-ready projects with significant, measurable benefits in job opportunities, property values, and/or leveraged investment with emphasis on, but not limited to, downtown community-driven efforts.

These funds can be used for a variety of building and infrastructure projects and includes the Vibrant Spaces grant sub-program.

- Brownfield Site Assessment Grants for conducting initial environmental assessment and demolition activities on an eligible abandoned, idle, or underutilized industrial or commercial site.
- A Certified Sites Program to assist with marketing of industrial properties.
- Fabrication Laboratories (FabLab) grants to help students prepare for the manufacturing jobs of the future and to promote entrepreneurship.

Wisconsin Department of Tourism

The Wisconsin Department of Tourism has four primary grant programs and provides technical assistance and support to promote tourism and to maintain a strong tourism industry in Wisconsin. The grant programs include the Joint Effort Marketing (JEM) Program for tourism marketing, the Ready, Set, Go! (RSG) Program for sporting events, the Tourist Information Center (TIC) Program, and the Meetings Mean Business Program to support conventions. Contact the Wisconsin Department of Transportation for further information at: industry.travelwisconsin.com/.

Wisconsin Department of Workforce Development

The Wisconsin Department of Workforce Development (DWD) is a state agency charged with building and strengthening Wisconsin's workforce in the 21st century and beyond. The Department's primary responsibilities include providing job services, training, and employment assistance to people looking for work, at the same time as it works with employers on finding the necessary workers to fill current job openings.

Under the DWD umbrella, a wide variety of employment programs can be found which include securing jobs for the disabled, assisting former welfare recipients as they make a transition into work, promoting 72 job centers, linking youth with the jobs of tomorrow, protecting and enforcing worker's rights, processing unemployment claims, and ensuring workers compensation claims are paid in accordance with the law. There are six divisions within the Department which is headed by a Secretary appointed by the Governor. For further information visit the website at dwd.wisconsin.gov.

The Office of Economic Advisors (OEA), within DWD, researches the relationships between labor markets and other economic and demographic factors. OEA economists and analysts serve in regions throughout Wisconsin. Staff works closely with partners to provide timely analysis of labor market data and economic trends.

Local Agriculture Market Program (LAMP) – Value Added Producer Grants (VAPG)

The LAMP is a federal program created by the 2018 Farm Bill and under the supervision of the USDA-RD. Several funding programs have been established under the LAMP umbrella. One such program is the VAPG program, which provides funding to projects that have the potential to bolster agricultural profits or productivity. Projects may include new production or marketing techniques, alternative crops or enterprises, new value-added products, or new market research. U.S. Department of Agriculture – Rural Development should be contacted for further information.

Wisconsin Department of Natural Resources

The Wisconsin Department of Natural Resources (WDNR) provides many avenues for business owners to work with the agency in growing and sustaining Wisconsin's economy. The Office of Business Support and Sustainability is the agency's one-stop shop for business assistance. The office's mission is to work across programs to create a business climate that yields better environmental and economic performance. Some of the programs administered through the WDNR are:

- ♦ Remediation & Redevelopment (RR) Program: The WDNR's Remediation and Redevelopment (RR) Program oversees the investigation and cleanup of environmental contamination and the redevelopment of contaminated properties. WDNR provides a comprehensive, streamlined program that consolidates state and federal cleanups into one program (e.g., hazardous waste

cleanup, underground storage tank investigation & cleanup, spill response, state-funded cleanups and brownfields).

- ◆ Business sector support: Sector development specialists are WDNR staff who work with specific industrial or commercial sectors. They serve as the first point of contact for those businesses, providing coordinated technical and compliance assistance across all DNR divisions and programs. Sector development specialists work to improve environmental and economic performance by clarifying requirements, facilitating flexible approaches to requirements and enabling practices that improve profitability and market performance.
- ◆ Improved environmental and economic performance is pursued through various strategies including pollution prevention, waste minimization, energy efficiency, supply chain management, green chemistry, market development and many others. The sector specialists will also work with a business or sector to address trends important to business retention and market development related to environmental performance.
- ◆ Green Tier: Green Tier assists green business ventures. WDNR assists businesses with credible, creative ways to enable businesses to be a powerful, sustainable force for environmental good and enhance productivity, cut costs and strengthen the health of culture and community.
- ◆ DNR SwitchBoard: The WDNR SwitchBoard is for people who need to securely login and access forms and reporting systems which are usually related to a specific company or municipality.

Wisconsin Housing and Economic Development Authority (WHEDA)

The following economic programs are offered by WHEDA.

- ◆ Credit Relief Outreach Program: CROP features 90% guarantees on loans of up to \$30,000 made by local lenders. Interest rates are competitive, and payment is not due until March 31 of the following year. CROP can be used for feed, seed, fertilizer, pesticides, land rent, custom hire, animal feed, UCC filing fees, crop insurance, feeder animals, tillage services, equipment rental or repair, or utilities for commodity production. You cannot use CROP for property taxes, farm house utilities, existing loans, capital improvements, CROP loan interest, accounting services, or revolving lines of credit.
- ◆ Farm Assistance Reinvestment Management grants: FARM is for the producer who wants to expand or modernize an existing operation. FARM gives you access to credit by guaranteeing a loan made by your local lender. You can purchase agricultural assets including machinery, equipment, facilities, land, and livestock. You can also make improvements to farm facilities and land for agricultural purposes. FARM cannot be used for a farm residence, existing loans, maintenance, or other working capital needs that are eligible under CROP.
- ◆ Small Business Guarantee: A guarantee is a pledge of support on a bank loan. WHEDA will guarantee a portion of a loan made to you by your local lender. A WHEDA Small Business Guarantee can be used to expand or acquire a small business. It can also be used to start a day care business, including one owned by a cooperative or non-profit. The guarantee can be used for most of your financing needs, including working capital and refinancing of business notes and credit card debt.

Wisconsin Department of Transportation

The Wisconsin Department of Transportation (WDOT) administers the Transportation Economic Assistance (TEA) program which provides 50 percent state grants to governing bodies, private businesses, and consortiums for road, rail, harbor and airport projects that help attract employers to Wisconsin, or encourage business and industry to remain and expand in the state. For more information, see dot.wisconsin.gov/localgov/aid/tea.htm.

Momentum West

Momentum West is a regional economic development organization serving Barron, Clark, Chippewa, Dunn, Eau Claire, Pierce, Pepin, Rusk, and St. Croix counties. The mission of Momentum West is to develop partnerships and leverage the resources in West Wisconsin to market the region and grow the economy. For more information, see momentumwest.org/index.cfm.

West Central Wisconsin Regional Planning Commission

On a multi-county level, the West Central Wisconsin Regional Planning Commission conducts economic development and project development. The Commission is designated as an economic development district by the Economic Development Administration and produces an annual, regional Comprehensive Economic Development Strategy (CEDS) and is required to undertake economic development planning and project identification for all seven counties of the region. The Commission provides local economic strategies, industrial site analyses, economic development financing, county economic and population profiles, EMSI Analyst information, and community and industrial park profiles. In addition WCWRPC can assist communities with placemaking initiatives, Tax Incremental Financing (TIF), grant coordination, writing and administration. For more information, please see wcwrpc.org.

Regional Business Fund, Inc.

All communities in Chippewa County are covered by a business revolving loan fund. The Regional Business Fund, Inc. offers low-interest loan funds to businesses that expand within the region; diversify the economy; add new technology; revitalize buildings in the region's downtowns; create or retain quality jobs; and leverage private capital investment in the region. Visit www.rbfinc.org for more information.

Chippewa County Economic Development Corporation

Chippewa County Economic Development Corporation supports all economic growth in Chippewa County and the region. The CCEDC is working with development partners to maintain and growth existing companies and facilitate new ideas for businesses of every kind.

Extension Chippewa County, University of Wisconsin-Madison Extension

University of Wisconsin-Madison Extension has an office in Chippewa Falls. Extension develops practical educational programs tailored to local needs and based on university knowledge and research. County-based Extension educators are University of Wisconsin faculty and staff who are experts in agriculture and agribusiness, community and economic development, natural resources, family living, nutrition, 4-H, and youth development. One program within Extension is the First Impressions program, which helps communities learn about existing strengths and weaknesses through the eyes of first-time visitors.

INTERGOVERNMENTAL COOPERATION PLANS & PROGRAMS

The following general intergovernmental plans and programs are available to the City, in addition to those plans and programs mentioned in other sub-sections of this element.

League of Wisconsin Municipalities

The League of Wisconsin Municipalities is a not-profit association of municipalities. First established in 1898, the League acts as an information clearinghouse, lobbying organization, and legal resource for Wisconsin municipalities. Its membership consists of 378 villages and all of the 190 cities in the state. Chippewa County cities and villages participate in the League of Wisconsin Municipalities.

Annexation

Wisconsin Statute, 66.021, Annexation of territory, provides three petition methods by which annexation may occur. Annexation involves the transfer of one or more tax parcels from a town to a City or Village. Cities and villages cannot annex property without the consent of landowners as required by the following petition procedures:

1. Unanimous Approval - A petition is signed by all of the electors residing in the territory and the owners of all of the real property included within the petition.
2. Notice of intent to circulate petition (direct petition for annexation) - The petition must be signed by a majority of electors in the territory and the owners of one-half of the real property either in value or in land area. If no electors reside in the territory, then only the landowners need to sign the petition.

Annexation by referendum - A petition requesting a referendum election on the question of annexation may be filed with the City or Village when signed by at least 20 percent of the electors in the territory.

Extraterritorial Zoning

Wisconsin Statute, 62.23(7a) allows a City or Village to participate with towns in the zoning of lands outside their incorporate boundaries. For the City of Chippewa Falls, the extraterritorial area would encompass 3 miles. The steps for exercising this power are identified in the Statutes and include working with the Town to create a joint extraterritorial zoning committee with three City and three town members to create the extraterritorial zoning plan. A majority of the joint committee members must approve the zoning plan recommendations.

Extraterritorial Subdivision Review

Wisconsin Statute, 236.10 allows a City or Village to exercise its extraterritorial plat review authority in the same geographic area as defined within the extraterritorial zoning statute. However, extraterritorial zoning requires town approval of the zoning ordinance, while extraterritorial plat approval applies automatically if the City or Village adopts a subdivision ordinance or official map. The town does not approve the subdivision ordinance for the City or Village. The City or Village may waive its extraterritorial plat approval authority if it does not wish to use it.

The purpose of extraterritorial plat approval jurisdiction is to help cities influence the development pattern of areas outside their boundaries that will likely be annexed to the City or Village. This helps cities protect land use near its boundaries from conflicting uses outside its limits. Overlapping authority by the City and Village is prohibited. This situation is handled by drawing a line of equal distance from the boundaries of the City and Village so that no more than one ordinance will apply.

Office of Land Information Services, Municipal Boundary Review

Municipal Boundary Review regulates the transition of unincorporated areas to City or Village status through municipal annexation, incorporation, consolidation, or by joint City-Village-town activities involving cooperative boundary plans and agreements. Such agreements may change territorial boundaries and may provide for the sharing of municipal services. Staff members are available upon request to meet with local officials and citizens to discuss annexation, incorporation, consolidation, and cooperative boundary plans. Contact the Wisconsin Department of Administration, Office of Land Information Services for further information.

UW-Extension Local Government Center

The mission of the Local Government Center is to provide focus, coordination, and leadership to UW System educational programs for local government, and to expand the research and knowledge base for local government education. The Center conducts and coordinates educational programming in general local government, local government finance, growth management, and community planning and design. Additional programs are under development. The Center supports the programming of county-based Extension faculty. A variety of resources regarding intergovernmental cooperation are available through the Local Government Center. For further information visit its website at localgovernment.extension.wisc.edu/

Wisconsin Intergovernmental Statute Agreements

The following statutes in Wisconsin promote and allow for intergovernmental cooperation:

66.0301 - Intergovernmental Cooperation

Wisconsin Statute, 66.0301 permits local agreements between the state, cities, villages, towns, counties, regional planning commissions, certain special districts, including school districts, public library systems, public inland lake protection and rehabilitation districts, sanitary districts, farm drainage districts, metropolitan sewerage districts, and sewer utility districts, Indian tribes or bands, and others. Intergovernmental agreements prepared in accordance with s. 66.0301, formerly s. 66.30, are the most common form of agreement and have been used by communities for years, often in the context of sharing public services such as police, fire, or rescue. This type of agreement can also be used to provide for revenue sharing, determine future land use within a subject area, and to set temporary municipal boundaries. However, the statute does not require planning as a component of any agreement and boundary changes have to be accomplished through the normal annexation process.

66.0307 - Boundary changes pursuant to approved cooperative plan

Under Section 66.0307, Wisconsin Statutes, combinations of municipalities may prepare cooperative boundary plans or agreements. Each City, Village, or Town that intends to participate in the preparation of a cooperative plan must adopt a resolution authorizing its participation in the planning process.

Cooperative boundary plans or agreements involve decisions regarding the maintenance or change of municipal boundaries for a period of 10 years or more. The cooperative plan must include: a plan for the physical development of the territory covered by the plan. It must also include; a schedule for changes to the boundary; plans for the delivery of services; an evaluation of environmental features and a description of any adverse environmental consequences that may result from the implementation of the plan; and it must address the need for safe and affordable housing. The participating communities must hold a public hearing prior to its adoption. Once adopted, the plan must be submitted for state approval. Upon approval, the cooperative plan has the force and effect of a contract.

66.0309 Creation, Organization, Powers and Duties of Regional Planning Commissions

Wisconsin Statute 66.0309 permits local governments to petition the governor to create a regional planning commission (RPC). If local support for a commission is unanimous, the governor may create it by executive order. The governor may also create a commission if local governments representing over 50% of the population or assessed valuation of the proposed region consent to the creation. Either local governments or the governor appoints commission members.

State Statutes require the RPC to perform three major functions:

- Make and adopt a master plan for the physical development of the region.
- If requested by a local unit, report recommendations to that local unit on the location of, or acquisition of, land for any of the items or facilities that are included in the adopted regional master plan.
- Make an annual report of its activities to the legislative bodies of the local governmental units within the region.

RPCs are also authorized to perform several other functions, however, by law, they serve a strictly advisory role. Chippewa Counties is a member of the West Central Wisconsin Regional Planning Commission.

LAND USE PLANS & PROGRAMS

The following are some general land use plans and programs. Land use implementation tools are addressed in the Implementation element.

Wisconsin Land Information Program

The Wisconsin Land Information Program is a voluntary, statewide program that provides financial support to local governments for land records modernization efforts. All 72 Wisconsin counties voluntarily participate in the Program. The Wisconsin Land Information Council oversees the Program's policies. The Council's statutory authority includes preparing guidelines to coordinate the modernization of land records and land

information systems; implementing a grant program for local governmental units; approval of countywide plans for land records modernization; serving as the clearinghouse for access to land information; and providing technical assistance and advice to state agencies and local governmental units with land information responsibilities.

Division of Intergovernmental Relations, Wisconsin Department of Administration

The Division of Intergovernmental Relations provides staff support to the Wisconsin Land Council, and it administers the Wisconsin Land Information Program in conjunction with the Wisconsin Land Information Council. It also houses Plat Review and Municipal Boundary Review, both of which have statutory authority for approval of specific land use related requests, and the GIS Services, dedicated to the efficient use of geographic information systems. For further information about the division visit its web-site via the WDOA web-site at: www.doa.wi.gov.

UW-Madison Extension Center for Land Use Education

Primarily based at UW-Stevens Point, the Center for Land Use Education provides outreach teaching related to: land use planning, plan and ordinance administration, community planning roles, project impact and regional trends analysis, and public involvement in local land use policy development. For more information on the Center for Land Use Education visit its web-site at www.uwsp.edu/cnr/landcenter/.

West Central Wisconsin Comprehensive Plan

As required by State Statute, West Central Wisconsin Regional Planning Commission adopted a regional comprehensive plan on September 9, 2010. This advisory document includes all of the nine elements required under State comprehensive planning statutes, plus an additional energy and sustainability element. The plan includes land use trends for the region.

City of Chippewa Falls Comprehensive Planning Efforts

This document is an update of the *City of Chippewa Falls Comprehensive Plan* which was adopted in 2012. This plan update reviewed and incorporated issues, data, goals, and strategies from the Plan as deemed appropriate by the Plan Commission.

Appendix E: City of Chippewa Falls 2023 Community Survey Results

A very limited number of write-in comments were modified to remove potentially offensive language or references to specific individuals.

Q1 Based on the map below, please choose the number that best represents where you live in the City of Chippewa Falls.

Answered: 825 Skipped: 0

ANSWER CHOICES	RESPONSES	
1 - Northwest area of the City, north of the Chippewa River and west of Duncan Creek.	37.09%	306
2 - Northeast area of the City, north of the Chippewa River and east of Duncan Creek.	17.09%	141
3 - Southwest area of the City, south of the Chippewa River and west of Highway 124.	9.45%	78
4 - Southeast area of the City, south of the Chippewa River and east of Highway 124.	9.21%	76
5 - I do not live in the City of Chippewa Falls.	27.15%	224
TOTAL		825

Q2 What are the three most important reasons you and your family choose to live in your neighborhood?

Answered: 728 Skipped: 97

ANSWER CHOICES	RESPONSES	
Quality Neighborhood	41.07%	299
Cost of Home	32.42%	236
Near Job/Job Availability	22.80%	166
Near Family & Friends	21.84%	159
Low Crime Rate	20.19%	147
Recreational Opportunities/Near Parks, River, or Sports Facilities	19.37%	141
Aesthetics & Beauty of Lot or Neighborhood	18.96%	138
Near a School	16.90%	123
Lived Here My Entire Life	16.76%	122
Ease of Access to Highways	15.52%	113
Quality Schools	13.19%	96
Near Downtown	11.40%	83
Cannot Find Desired Housing Elsewhere	10.30%	75
Other (counts as 1 choice)	7.55%	55
Welcoming Community/Social Activities	4.53%	33
Near Shopping	4.26%	31
Community Services	1.92%	14
Total Respondents: 728		

#	OTHER (COUNTS AS 1 CHOICE)	DATE
1	Purchasing rental property	3/14/2023 4:18 PM
2	Less people and traffic in the outskirts.	3/12/2023 10:09 PM
3	Can walk anywhere I need to go	3/11/2023 9:16 PM
4	Lived 1 block of St. Joe's Hospital	3/10/2023 9:11 PM
5	Wasn't much for housing available	3/9/2023 1:24 PM
6	there was a lot available to build a house on	3/8/2023 7:17 PM
7	On the river	3/7/2023 7:13 AM
8	Lower taxes	3/3/2023 10:57 AM
9	bouhgt home 25 years ago	2/21/2023 11:43 PM
10	Limited options	2/16/2023 6:49 PM

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11	Living close enough to the downtown area but with just outside the area with ease of access	2/16/2023 2:05 PM
12	Built a home and this was one of the only areas that did not have size requirement for new build.	2/16/2023 8:40 AM
13	Great fire and EMS services.	2/15/2023 4:59 PM
14	Size of garage	2/15/2023 9:56 AM
15	Live in town of wheaten, love the county life, 5 or more acree	2/15/2023 8:17 AM
16	Sentiment, grew up on Southside	2/15/2023 6:48 AM
17	What was available	2/15/2023 5:59 AM
18	Needed 1 floor apt.	2/15/2023 5:28 AM
19	By lake	2/14/2023 8:18 PM
20	Quiet lining	2/14/2023 7:48 PM
21	Library	2/14/2023 7:43 PM
22	Limited options. After a while just staying. Love my neighbors.	2/14/2023 5:37 PM
23	Near Irvine Park	2/14/2023 3:57 PM
24	Close to City Limits Without the City Property Taxes	2/14/2023 3:41 PM
25	Our politics align.	2/14/2023 3:23 PM
26	by the river "Meadows " Great spot for retirement	2/14/2023 12:10 PM
27	lived south side of town for 58 years	2/14/2023 11:07 AM
28	Close to downtown without being in the city	2/13/2023 5:18 PM
29	Only affordable rental we could find for our family	2/13/2023 2:07 PM
30	Rental cost	2/11/2023 1:40 PM
31	Overall lifestyle near everything one typically needs day to day.	2/11/2023 3:59 AM
32	Too hard to move elsewhere	2/10/2023 9:35 PM
33	Looking at houses we liked this one	2/10/2023 8:30 AM
34	My husband owned the house when we got married	2/10/2023 8:10 AM
35	lot larger then 2 acres. Surrounded by farm fields.	2/10/2023 7:39 AM
36	Minimal rentals. That's about to change....😞	2/10/2023 6:52 AM
37	Style of house	2/10/2023 5:31 AM
38	Affordability	2/10/2023 4:32 AM
39	Quiet neighborhood, no housing backing to property	2/9/2023 2:12 PM
40	Affordable housing bought from Chippewa Housing Authority.	2/9/2023 11:40 AM
41	Was husbands grandmothers home	2/9/2023 10:56 AM
42	Only rental that allowed dogs within our budget	2/9/2023 10:11 AM
43	Unique piece of property	2/9/2023 10:10 AM
44	Close to job	2/9/2023 9:59 AM
45	No other reason	2/9/2023 9:52 AM
46	It's a surprisingly walkable area. Just about every essential service is within a 15 minute walk	2/9/2023 9:37 AM
47	Quiet road	2/9/2023 9:31 AM
48	Feels safe	2/9/2023 8:37 AM

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49	Closer to larger cities of Chippewa and Eau Claire	2/9/2023 5:51 AM
50	Close to my Church.	2/8/2023 10:53 PM
51	I prefer county. This is the closed to the country I could get .	2/8/2023 6:56 PM
52	Variety of dining options	2/8/2023 6:29 PM
53	To leave Eau Claire and the outrageous taxes	2/8/2023 6:19 PM
54	better than Fall Creek	2/8/2023 4:27 PM
55	Quiet	2/8/2023 4:05 PM

Q3 Do you currently rent or own your home? And what is your preferred housing status in 5 years? (choose 1 for current & 1 for preferred)

Answered: 728 Skipped: 97

	CURRENT HOME STATUS	PREFERRED HOME STATUS	
Renter	16.25% 117	6.85% 33	
Homeowner	83.05% 598	90.46% 436	
Other	00.69% 5	2.70% 13	
TOTAL RESPONDENTS	720	482	

#	IF YOU ANSWERED "OTHER", PLEASE EXPLAIN:	DATE
1	Living in a rental property that I purchased. Will be purchasing a home outside of Chippewa Falls.	3/14/2023 4:18 PM
2	Would prefer to own a home in another area of chippewa	3/9/2023 8:09 PM
3	dmv is driving place	3/9/2023 1:37 PM
4	Rent from parent	3/3/2023 3:14 PM
5	Rent in Chippewa own in other location.	2/16/2023 6:49 PM
6	Retired...have no maintenance frenting	2/15/2023 6:48 AM
7	I	2/14/2023 4:55 PM
8	My boyfriend owns the house I live in	2/14/2023 1:54 PM
9	65+ community living and activities	2/14/2023 12:28 PM
10	Move to where kids are	2/13/2023 5:18 PM
11	Unsure at this point	2/13/2023 8:37 AM
12	Condo as we downsize with kids living elsewhere	2/12/2023 5:30 AM
13	health care	2/10/2023 9:48 PM
14	Neighborhood getting too many rentals.	2/10/2023 6:52 AM
15	We're not happy with our current home or it's location.	2/9/2023 11:11 PM
16	Looking to buy	2/9/2023 9:59 AM
17	Currently building	2/9/2023 9:40 AM
18	.	2/9/2023 9:28 AM
19	Unsure	2/9/2023 7:21 AM

Q4 What best describes the type of home you currently live in and your preferred home in the next 5 years? (choose 1 for current & 1 for preferred)

Answered: 728 Skipped: 97

	CURRENT HOUSING	PREFERRED HOUSING	
Smaller single-family or "starter" home (less than 2,000 sf)	41.18% 299	35.02% 187	
Larger single-family home (2,000+ sf)	43.80% 318	52.25% 279	
Larger home divided into apartments	0.69% 5	0.75% 4	
Duplex or Twin Home (2 homes, usually attached)	5.51% 40	4.12% 22	
Townhome or Condominium (3+ homes/units attached)	3.03% 22	2.62% 14	
Multi-family apartment building (4+ homes/units in same building)	3.86% 28	1.31% 7	
Mobile home	0.83% 6	0.19% 1	
Tiny Home or Accessory Dwelling (typically less than 500 sf; may be on same lot as a larger home)	0.14% 1	0.75% 4	
Senior apartments, Assisted Living Facility, or Retirement Community	0.69% 5	2.81% 15	
Group Quarters (larger building/home with individual bedrooms, but shared common areas)	0.28% 2	0.19% 1	
TOTAL RESPONDENTS	726	534	

Q5 For the next 10 years, which of the following should be transportation priorities for the City of Chippewa Falls?

Answered: 715 Skipped: 110

	VERY IMPORTANT	IMPORTANT	NEUTRAL/NO CHANGE	UNIMPORTANT	VERY UNIMPORTANT	DON'T KNOW	TOTAL
Road/Street repair & maintenance	64.20% 459	29.51% 211	5.73% 41	0.28% 2	0.14% 1	0.14% 1	715
Making streets safer for pedestrians/bicyclists	29.65% 212	40.00% 286	24.90% 178	3.08% 22	1.82% 13	0.56% 4	715
Sidewalk & trail maintenance	27.83% 199	48.81% 349	18.74% 134	2.24% 16	1.68% 12	0.70% 5	715
Pedestrian amenities & connectivity	22.66% 162	40.42% 289	31.05% 222	3.64% 26	1.40% 10	0.84% 6	715
Bicycling amenities & connectivity	17.48% 125	35.38% 253	34.69% 248	6.71% 48	4.62% 33	1.12% 8	715
Increased shared ride or minivan transit opportunities to/from locations outside Chippewa Falls	15.24% 109	29.65% 212	36.92% 264	9.09% 65	6.43% 46	2.66% 19	715
Increased shared ride, minivan transit opportunities within Chippewa Falls	12.45% 89	25.03% 179	44.20% 316	8.81% 63	6.29% 45	3.22% 23	715
Increased traffic-related law enforcement	12.03% 86	29.09% 208	44.62% 319	8.11% 58	4.90% 35	1.26% 9	715
Better signage for amenities & attractions	9.65% 69	27.41% 196	48.81% 349	9.51% 68	3.64% 26	0.98% 7	715
Planning for electric vehicles & encouraging EV charging stations	7.97% 57	23.22% 166	26.01% 186	17.62% 126	22.52% 161	2.66% 19	715

#	DO YOU HAVE ANOTHER SUGGESTED HIGH TRANSPORTATION PRIORITY? (PLEASE BRIEFLY DESCRIBE)	DATE
1	The residential roads have to be improved, repaired, rebuilt to provide taxpayer travel safety. The remaining transportation questions have no value if you can't even drive from location to location safely. The crosswalks on Bay and Bridge and the yellow safety markings haven't been repainted in years. I suggest the city Council get out for a walk on the streets.	3/16/2023 7:55 AM
2	Plow the streets during the winter. Seems to be continually getting worse.	3/14/2023 4:19 PM
3	Expanded and more timely winter maintenance of trails	3/14/2023 1:44 PM
4	Rail service to twin cities	3/14/2023 9:09 AM
5	Have sidewalks and walk ways cleared of snow and ice	3/12/2023 8:06 PM
6	To Airports	3/12/2023 4:32 PM
7	Fix pot holes	3/10/2023 9:15 PM
8	Concentrate on keeping our existing roads in better shape than worrying about the future	3/10/2023 10:09 AM

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expansions and amenities.

9	Public bus system like EC maybe?	3/10/2023 4:50 AM
10	River St from Hwy 53 to Wagner St is an embarrassment, the road is in terrible shape most of the time. This is the main route into downtown for most visitors. Ideally not only should the road be in nice condition but the landscaping, lighting, etc should be upgraded and install a bike/walking trail along the river and add a canoe/tube launch East of the hwy 53 bridge. This route should showcase our beautiful river and be a grand entrance to our downtown	3/9/2023 9:30 PM
11	Most streets are in good shape, but many neighborhood streets have been heavily neglected for years.	3/9/2023 8:48 PM
12	It is a shame that lower cost transportation options are not available outside of the city limits.	3/9/2023 7:47 PM
13	Open up traffic options to west river to escape West hill All traffic is funneled down Dover St. Put in a stop light so students can get out of the student parking lot at 3:45. Set the light do the kids can escape for a few minutes. If it is timed right it will increase the traffic flow tremendously	3/9/2023 2:43 PM
14	More sidewalks	3/9/2023 2:05 PM
15	Stop using officers for speed traps, run down crimes against people.	3/9/2023 1:45 PM
16	no	3/9/2023 1:38 PM
17	Fix the roads they are SO bad, so many potholes	3/9/2023 1:20 PM
18	Please coordinate the downtown stoplights! Why "sit there" when no one is coming and, when (finally) going on a green light, the next corner immediately turns to red. On a Sunday morning, why "sit there" when there isn't a car in sight?!	3/8/2023 7:21 PM
19	fix roads early on to prevent major repairs later	3/6/2023 10:47 AM
20	Fixing and maintaining roads	3/5/2023 1:32 PM
21	Working on dead end roads or roads that haven't got attention in many years	3/3/2023 3:15 PM
22	MORE PARKING LONER THAN 2 HOURS/METERED PARKING	3/3/2023 1:28 PM
23	Bus line option would be great, especially connectivity with Eau Claire.	3/3/2023 11:07 AM
24	Re-do/re paint parking space markings on city streets!	3/3/2023 10:47 AM
25	Business hwy 29 coming into Chippewa Falls needs help.	2/20/2023 3:14 PM
26	increased pothole fixes on better weather days	2/17/2023 8:40 AM
27	Reduce the amount of drug traffic in the town.	2/16/2023 6:51 PM
28	I'm not sure the city needs to install EV charging stations, but at the very least should understand initiatives/plans from private businesses. IE. Toycon will be installing 2 charging stations by 2024. Are there other businesses doing the same- as to not duplicate efforts.	2/16/2023 3:30 PM
29	Give west river street (bans hwy 29 a sidewalk) make it safer to take a walk into downtown and clean it up so people coming into Chippewa from that direction dont think it's a trashy unkept city	2/16/2023 2:08 PM
30	Get some better quality taxi drivers. The current ones do not make people feel safe and are scary	2/15/2023 10:01 AM
31	I live on the corner of Carson st and dover st there is no street signs on alot of the intersections up here on the west hill	2/15/2023 9:05 AM
32	Solar sign showing youd speed	2/15/2023 8:18 AM
33	Established transit from Chippewa Falls to Eau Claire	2/15/2023 6:23 AM
34	EV Buses that head to hospital and area Dr offices.	2/15/2023 5:34 AM
35	Parking in downtown. Majority of people have own vehicles	2/14/2023 8:17 PM
36	our road is in terrible condition and gets worse every year.	2/14/2023 7:48 PM

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37	Fix the roads! Road repair. I see you working on it hard though.	2/14/2023 5:41 PM
38	Bus system to lake wissota area and other places to reduce drunk driving. Every couple hours between 6pm and 2am.	2/14/2023 5:22 PM
39	Show your officers where the city limits are. They don't know where the city ends.	2/14/2023 5:19 PM
40	Need a bike path under the bridge from Riverfront Park to Allen Park.	2/14/2023 4:02 PM
41	Please for the love of God, redo the roads.	2/14/2023 4:01 PM
42	New way to get on 53 instead of having to use Wheaton and then the Painted Hill. Lots of potholes on my entire route to get to 53.	2/14/2023 1:13 PM
43	PLEASE BE MORE ACCOMMODATING FOR WALKERS	2/14/2023 12:49 PM
44	Bus	2/14/2023 12:42 PM
45	Please fix our roads. So many pot holes.	2/13/2023 11:10 PM
46	Plowing snow	2/13/2023 9:58 PM
47	Signage to draw people into town since poor access	2/13/2023 8:30 PM
48	Crosswalks would benefit from bigger, bolder markings. The uncontrolled intersection in between Chi Hi and McDonnell is proof that miracles happen - it is unbelievable that no pedestrian has been hit by a vehicle.	2/13/2023 8:20 PM
49	More and better signage when going the wrong way on hwy 124 through town. I've noticed quite a few people going the wrong way and have almost been hit because of it.	2/13/2023 7:29 PM
50	A joint venture with Eau Claire - A bus that makes 3 or 4 trips from Downtown Chippewa to a bus stop in Eau Claire, so that those without cars, or those without license (like a suspended/revoked license, OWI conviction, under driving age) can get to and from work and other places. This bus route would be specifically from Downtown Chippewa to a connecting bus route. Taxis and shared rides are not always affordable or manageable for individuals.	2/13/2023 3:28 PM
51	Better signage as you enter the 1-way of 124/High Street OR make it a 2-way. At least weekly I see someone driving the wrong way on that street.	2/13/2023 2:10 PM
52	On ramp at 53 between 96 and 99.	2/13/2023 1:33 PM
53	Make Chippewa Falls more bicycle friendly for transportation (i.e. Minneapolis, Portland	2/13/2023 12:35 PM
54	Left turn signals on Bridge Street. 3-4 way stops by schools	2/13/2023 10:24 AM
55	As a frequent pedestrian, I often experience vehicles entering the crosswalk without any evidence of seeing me. The bottom of Wagner Hill is greatly in need of a safe way to cross the street.	2/12/2023 1:27 PM
56	Signs warning motorists of the crosswalk at the foot of Wagner Hill.	2/12/2023 5:32 AM
57	Road repair	2/12/2023 5:17 AM
58	Highway 53 access from Elm st. or Bridgewater	2/11/2023 3:20 PM
59	Make trails connect to all parks	2/11/2023 1:45 PM
60	Underground tunnel from Chippewa crossing Blvd from the dog park side to the new retail development or something that gets people safely across that intersection. I have a feeling there are going to be many minors from the dog park side going over to the newly developed side once it's done.	2/11/2023 12:22 PM
61	Overall prestige response to crime, criminal lifestyle behavior.	2/11/2023 4:02 AM
62	make roads safe; continued parking on roads/streets with decreasing visibility is NOT a good idea. So many cars parked on roads create unsafe conditions	2/10/2023 9:51 PM
63	Have a list of volunteer drivers available to all residents	2/10/2023 9:37 PM
64	Improve the intersection at Wagner St and W River. The traffic backups are awful. A roundabout would be great if there is room.	2/10/2023 6:04 PM

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65	Improve traffic flow on Bridge Street and reduce on street parking spaces at the end of intersections	2/10/2023 1:21 PM
66	Improve walkability: Build/Repair sidewalks. Enforce snow removal ord.	2/10/2023 1:14 PM
67	Sidewalk maintenance; streets not maintained like other parts of town; railroad company does not clear sidewalks; Canal street entertainment district needs road maintenance	2/10/2023 12:58 PM
68	Focus on the small town feel and work on better trails and pedestrian friendly connectivity through out the town	2/10/2023 8:00 AM
69	Roads need to be better in town the potholes that are being filled isnt efficient woodward ave is horrible	2/10/2023 7:46 AM
70	Change some stop signs to yield. People aren't stopping anyway.	2/10/2023 6:55 AM
71	South Avenue is completely destroyed from Wilson Street to Park Avenue. This street is currently slated for repair in 2025. This repair should be moved to an earlier date due to its state.	2/9/2023 9:36 PM
72	Better snow plowing!	2/9/2023 9:29 PM
73	More automated speed signs.	2/9/2023 8:52 PM
74	Farmers Market and the new park by NSP- pedestrians are at risk during concerts etc trying to cross because most drivers are idiots and don't stop for families or anyone trying to get to the park! It's an accident waiting to happen!!!	2/9/2023 8:30 PM
75	S Main St South of W Park Ave should be no parking. It is so dangerous, especially for pedestrians. There's just not enough space for people to safely be seen crossing the road.	2/9/2023 6:17 PM
76	I think making the city more walkable is important...that foot traffic will attract more shops and revenue	2/9/2023 5:09 PM
77	Plant more trees, vs just taking them out	2/9/2023 2:00 PM
78	Bus	2/9/2023 1:43 PM
79	DOWNTOWN PARKING PERMITS	2/9/2023 12:38 PM
80	I would love more sidewalks. I would feel much safer with them. Especially places like N. State street which has sidewalks two thirds of way way but is just missing a section in the middle.	2/9/2023 12:24 PM
81	Cleaning and illuminating walking paths from residential areas to downtown; Emergency pylons in areas of frequent child foot traffic such as near schools	2/9/2023 12:21 PM
82	Would really like to see it easier to walk around city in the winter.	2/9/2023 12:03 PM
83	Keep our cost and taxes down in this economy.	2/9/2023 9:54 AM
84	I strongly dislike where the farmers market is located. Absolutely love the market but it is dangerous crossing the lanes and very little parking there when it is busy.	2/9/2023 9:42 AM
85	Fix the roads	2/9/2023 9:39 AM
86	Snow removal,keeping streets repaired	2/9/2023 9:34 AM
87	Some of the worst roads I have ever seen.	2/9/2023 7:40 AM
88	Better, more considerate plowing of streets in winter so person can walk in neighborhoods.	2/9/2023 7:24 AM
89	continuous sidewalks along main corridors	2/9/2023 6:57 AM
90	Bussing system?	2/8/2023 7:31 PM
91	Better access to hwy 53 from West Hill to avoid wagner hill bottleneck	2/8/2023 6:22 PM
92	Bicycle racks on all downtown blocks. Either stop banning bikes on sidewalks downtown or create bike lane on bridge street - cars are scary there with bikes	2/8/2023 5:48 PM
93	We are increasing the police but our new officers need to be more friendly and involved in the community	2/8/2023 5:38 PM

Q6 For the next 10 years, which of the following should be natural resources or environmental priorities for the City of Chippewa Falls?

Answered: 706 Skipped: 119

	VERY IMPORTANT	IMPORTANT	NEUTRAL	UNIMPORTANT	VERY UNIMPORTANT	UNSURE/DON'T KNOW	TOTAL
Additional efforts to protect groundwater quality.	51.0% 360	37.3% 263	10.1% 71	0.8% 6	0.4% 3	0.4% 3	706
Additional efforts to protect surface water quality.	39.2% 277	44.8% 316	13.9% 98	1.0% 7	0.6% 4	0.6% 4	706
Preserving open space and pollinator habitat.	34.7% 245	37.8% 267	20.7% 146	4.4% 31	1.6% 11	0.8% 6	706
Becoming a more environmentally sustainable community.	25.4% 179	38.1% 269	26.6% 188	5.8% 41	3.0% 21	1.1% 8	706
Encouraging energy conservation practices.	24.2% 171	41.9% 296	28.0% 198	4.0% 28	1.3% 9	0.6% 4	706
Additional efforts to reduce stormwater runoff and flooding.	21.5% 152	45.5% 321	27.1% 191	3.4% 24	1.0% 7	1.6% 11	706
Increasing disaster preparedness and adopting climate adaptation practices.	18.3% 129	34.3% 242	33.6% 237	8.1% 57	4.5% 32	1.3% 9	706
Allowing for or encouraging natural lawns.	17.1% 121	26.5% 187	33.1% 234	13.2% 93	8.5% 60	1.6% 11	706
Supporting policies to decrease light pollution (dark sky initiatives).	13.7% 97	28.6% 202	37.5% 265	11.0% 78	6.2% 44	2.8% 20	706
Providing opportunities for community gardening.	13.6% 96	32.9% 232	40.1% 283	8.6% 61	3.8% 27	1.0% 7	706

#	DO YOU HAVE ANOTHER NATURAL RESOURCE OR ENVIRONMENTAL PRIORITY TO SUGGEST? (PLEASE SPECIFY)	DATE
1	First: Fix the streets and have accountability for the dollars spent, then go back to these questions.	3/16/2023 7:55 AM

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2	Plant trees in the blvds. Not sure why they sit bare after a rebuild.	3/14/2023 4:20 PM
3	I think we should all go solar/wind	3/13/2023 7:03 PM
4	Continue to have varitey of greenspace/parks around town.	3/12/2023 10:12 PM
5	No	3/10/2023 9:18 PM
6	Education on the importance of the Chippewa River and the impacts of a clean watershed	3/10/2023 11:41 AM
7	Common sense policies are welcome, but climate activism policies seem to be non-sensical in most cases such as doing away with gas stoves and the war against fossil fuels.	3/10/2023 10:11 AM
8	stop burning brush by the city shop along the river. The smoke goes right into downtown. Do something about the trash left in Riverfront Park where people fish along Duncan Creek	3/9/2023 9:37 PM
9	Natural lawns produce many unwanted creatures like rats. Some residents would use a "natural lawn" to hide the crap left out in their yards. I support the enforcement of lawn mowing.	3/9/2023 7:47 PM
10	Encouraging use of sustainable or alternative energy such as affordable solar panels	3/9/2023 2:37 PM
11	create buffer zones along all waterways and park areas to protect from urban growth. We need quiet spaces and natural walkways for peace of mind and natural beauty like along duncan creek! You can't have enough of that, when its gone its hard to get back.	3/6/2023 10:50 AM
12	replacement of trees that have lost	2/21/2023 11:47 PM
13	Encourage recycling. Encourage use of items that are recycle free. ie: laundry detergent, shampoo, etc...	2/15/2023 5:39 AM
14	Allow people to raise chickens	2/14/2023 7:14 PM
15	Less garbage trucks make our streets last longer and save more money than free competition in the garbage service market.	2/14/2023 5:46 PM
16	encouraging composting for residents	2/14/2023 1:28 PM
17	I would like to see our public buildings add solar panels or other renewable energy sources in hopes of off-setting costs (like the library - heating has been a high cost there in recent years.).	2/13/2023 3:31 PM
18	Fines for NOT recycling	2/13/2023 10:47 AM
19	Limiting the amount of salt, chemicals on roads in winter	2/13/2023 10:26 AM
20	Clean air--no pollutants allowed by large industries; pure water and clean up of nitrates and other pollutants in this city which once had clean drinking water. No lead pipes.	2/12/2023 8:53 PM
21	Return a wet land back to original state and protect wet lands to keep Ecosystem safe	2/11/2023 1:52 PM
22	Consistent commercial trash pickup, protection of trees and movement for more large plantings citywide. Gauge back sign usage, out of control currently and caters way too much to "visitors". Grown ups can fund things . If not, they are too stupid to be here.	2/11/2023 4:07 AM
23	Do not allow pollutants to be released into the air...or water. Heavy industries should not be allowed unless there are stringent regulations	2/10/2023 9:53 PM
24	60-80 foot trees should not be allowed on city lots. dangerous to residents when they blow over. can't have solar panels due to neighbors tall trees blocking the sun.	2/10/2023 9:39 PM
25	I'd like to see more solar power!!	2/10/2023 5:56 PM
26	Adopt strictest standards for our drinking water.	2/10/2023 1:18 PM
27	Allowing/Encouraging "No Mow May" would drastically assist in both lawn health and pollinator populations. Additionally, creating bans on pesticides & herbicides would help wildlife populations as a whole.	2/9/2023 6:19 PM
28	Topsoil and ground water are the most important. We need to make sure our food and water are free of fluoride and other chemicals	2/9/2023 5:11 PM
29	Keep green space instead of continuing to build over the green space we have now.	2/9/2023 3:31 PM

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30	Rain water reservoir, dam that generates and stores hydropower	2/9/2023 1:45 PM
31	Reducing the amount of salt from the roads that gets into our lakes and rivers	2/9/2023 10:36 AM
32	Encouraging a "No Mow May" would be a good start	2/9/2023 9:40 AM
33	Better maintenance of areas already appropriate for pollinator habitat	2/9/2023 5:55 AM
34	The city water is not drinkable to much chemicals in it. Has a horrible taste well water taste way better. I grew up on it.	2/8/2023 7:02 PM

Q7 Chippewa Falls offers a variety of parks, sporting facilities, and recreational programs. For persons in your home, are additional recreational opportunities and programming needed within Chippewa Falls? For each age group, please rate the need for your household.

Answered: 698 Skipped: 127

	NO ONE IN THIS AGE GROUP IN MY HOME	NO ADDITIONAL NEEDS	NEEDS LARGELY MET/SOME ADDITIONAL NEEDS	SIGNIFICANT ADDITIONAL NEEDS	TOTAL
2-4 years	82.38% 575	6.02% 42	7.16% 50	4.44% 31	698
5-13 years	66.19% 462	9.74% 68	17.91% 125	6.16% 43	698
14-18 years	74.36% 519	8.74% 61	10.46% 73	6.45% 45	698
19-34 years	68.05% 475	14.04% 98	14.04% 98	3.87% 27	698
35-54 years	46.42% 324	23.50% 164	23.93% 167	6.16% 43	698
55+ years	49.14% 343	24.36% 170	19.91% 139	6.59% 46	698

Q8 For the previous question, if you believe additional recreational opportunities are needed, please very briefly describe.

Answered: 187 Skipped: 638

#	RESPONSES	DATE
1	Repairs/rebuilding of community swimming pool, for the basics and seek recreational grants and community groups to aid funding. We don't need more parks - remove trees from Duncan Creek at Irvine Park	3/16/2023 7:58 AM
2	Better winter maintenance of recreational trails; such as plowing the Duncan Creek trail east of hwy 178; add park space or sport complex in vacant county land on hwy I west of hwy 178	3/14/2023 1:52 PM
3	Sidewalks and spaces where people walk. Walking on safe surfaces. Free of snow in winter and ice (as best possible). Walking is the best, cheapest form of exercise.	3/13/2023 12:51 PM
4		
5		
6	More family opportunities in the summer without alcohol.	3/12/2023 10:13 PM
7	More swimming lessons for kids would be great	3/12/2023 8:41 PM
8	Safer places to walk/run/bike away from traffic and potential harassment from drivers in certain areas.	3/12/2023 8:11 PM
9	need a new senior center	3/12/2023 4:41 PM
10	More pickleball courts indoor options	3/11/2023 9:21 AM
11	Handicapped avsilability	3/10/2023 9:21 PM
12	Affordable child care	3/10/2023 11:22 AM
13	Dog park lacking for smaller dogs to run safely, enforcement of leash requirement Irvine park so little dogs are safe using our lovely park.	3/10/2023 10:16 AM
14	More group activities easier to find resources	3/10/2023 7:34 AM
15	I feel like aside from the Play Space that was added last year, there isn't an option in Chippewa to go to in the winter for kids to get their energy out	3/10/2023 4:56 AM
16	More safe teen-friendly indoor recreation needed	3/9/2023 11:45 PM
17	Activites/Groups for the older Adults but not yet seniors.	3/9/2023 9:24 PM
18	Better senior center, pickle ball courts, new outdoor pool	3/9/2023 5:54 PM
19	Keep the pool open	3/9/2023 4:59 PM
20	The city pool should be operated full time. It is a disgrace to have a pool and yet everyone is discouraged to use it. Hours are so limited it should close	3/9/2023 2:52 PM
21	Nothing to do but drink for adults in Chippewa.	3/9/2023 1:55 PM
22	It would be nice to have a quality swimming pool for the community, especially for the kids. It is a shame that a town this size will possibly not have one.	3/9/2023 1:50 PM
23	It is very important to improve upon and sustain the community pool operations, including instruction	3/9/2023 1:43 PM
24	Safe biking	3/9/2023 1:41 PM
25	Aquatic Center	3/9/2023 1:37 PM
26	Not enough things for 2 year olds to do	3/7/2023 1:36 PM

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27	The older you get with an aging population these people need to stay active to stay healthy.	3/6/2023 10:52 AM
28		
29		
30		3/6/2023 10:24 AM
31	Outdoor ice skating rinks & warming house, sorely needed.	
32	Must keep pool operating. Such an important recreational aspect of the city.	3/5/2023 1:36 PM
33	I would like to see baseball and/or football opportunities for kids who are to old to play for current local groups who participate in online schooling or are home schooled.	3/3/2023 5:40 PM
34	bike trails and signage. additional pickleball courts (including possibly indoor for winter)	3/3/2023 1:57 PM
35	More recreational opportunities for seniors and disabled people.	3/3/2023 1:53 PM
36	A city owned recreational center, like Bloomer, WI has, would be an amazing benefit especially if there was an indoor pool.	3/3/2023 11:10 AM
37	Affordable swimming options that appeal to all age levels with hours that support the different needs/levels.	3/1/2023 11:58 AM
38	Safer roads for bikes, runners and walkers.	2/28/2023 2:44 PM
39	Continue to maintain current bike and pedestrian amenities; look for new opportunities; need more biking opportunities downtown (not allowed on some sidewalks and street too busy)	2/21/2023 10:04 AM
40	Keep the municipal pool for Pete's sake and Pam's too.	2/18/2023 9:54 AM
41	Better outdoor swimming pool	2/17/2023 5:40 PM
42	Yes, Whatever keeps people from killing kids and doing drugs	2/16/2023 6:53 PM
43	with the assets the city currently manages, if additional creational/programming is created-how would staff need to be added and budgeted for to run those well.	2/16/2023 3:37 PM
44	The city needs to offer adult slow-pitch softball as no place in Chippewa does, make it affordable per the individual too.	2/16/2023 2:13 PM
45	mountain biking trails	2/16/2023 2:03 PM
46	I have no additional input at this time.	2/16/2023 9:25 AM
47	Recreation sports leagues for kids/teens. Places for teens for recreation. Better winter maintenance of running/biking trails.	2/16/2023 8:46 AM
48	Consistent indoor and outdoor recreation opportunities are needed. We enjoy taking in our community through all of the seasons.	2/16/2023 8:44 AM
49	We need to look at building a sports complex for sporting events/activities (basketball, tennis, swimming, indoor track, etc.). We need to get more things to do/modern shops & restaurants.	2/16/2023 7:35 AM
50	I am not sure.	2/15/2023 10:26 AM
51	We need a bigger and better swimming pool and facility.	2/15/2023 10:03 AM
52	Dog stations providing poop bags and dumping to encourage owners to pick up after their pets. Especially at parks & downtown.	2/15/2023 9:46 AM
53	Keep the swimming pool	2/15/2023 9:16 AM
54	A new Community Center that can include an indoor pool and Senior Center	2/15/2023 8:06 AM
55	More indoor activities in cold months - somewhere to walk for free with flexible hours	2/15/2023 7:45 AM
56	.	2/15/2023 6:42 AM
57	Community rec center and year round pool	2/15/2023 6:09 AM

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58	Pickleball courts/outdoor besides ones by Main St	2/14/2023 11:01 PM
59	affordable excersise availability. Such as free swimming.	2/14/2023 9:48 PM
60	Biking trails, swimming pool enhancements, more local swim lessons, more basketball, tennis, pickleball, more city recreation in summer for teens	2/14/2023 8:21 PM
61	Need a better more accessible library	2/14/2023 7:46 PM
62	Updated and functional city pool.	2/14/2023 7:40 PM
63	Tennis courts in Marshall Park should be updated for Pickleball. (Does anyone play tennis there anymore?) Pickleball is noisy but the Marshall Park area is not near any homes so it'd be perfect.	2/14/2023 5:59 PM
64	We need a quality night life in chippewa falls.Be it more entertainment or whatever. Chippewa lacks variety in this regard.	2/14/2023 5:25 PM
65	Public pool	2/14/2023 5:23 PM
66	Lighted pickleball courts in Marshall Park! Also, "skate ski" groomed cross-country ski trails would be nice in town...maybe Casper Park? And need a new groomer machine for Irvine Park ski trails.	2/14/2023 4:03 PM
67	The pool is a joke. Needs to be redone. It is important to have a safe place for kids to swim and a place to learn how to swim. We need an outdoor pool with better hours.	2/14/2023 3:54 PM
68	More trails/outdoor options along all of the river-front space the city has	2/14/2023 3:50 PM
69	Better bike paths	2/14/2023 3:44 PM
70	Increase in awareness of opportunities and programming for the area.	2/14/2023 2:21 PM
71	Effective Mental Healthcare. Wide variety touching ALL bases and community members.	2/14/2023 2:12 PM
72	Upkeep on existing recreational areas and improvements on what we have now.	2/14/2023 1:56 PM
73	keep outdoor pool, add outdoor shuffleboard areas, add outdoor chess/checkers area, horseshoe areas	2/14/2023 12:52 PM
74	More biking and walking trails	2/14/2023 12:50 PM
75	Pickleball crts to replace dilapidated tennis crts across from Irvine Pk. Outdoor pool needed	2/14/2023 12:47 PM
76	Give experiences to the young to build on growing up and stay in area	2/14/2023 12:37 PM
77	Need more gym space for school sports. Need to build a complete recreation building (Fieldhouse) for indoor sports such as volleyball and basketball	2/14/2023 12:34 PM
78	Better senior center	2/14/2023 12:17 PM
79	No additional amenities are needed.	2/14/2023 12:10 PM
80	More events needed across a broader variety of recreations. More opportunity to try new sports needed.	2/14/2023 12:04 PM
81	Run walk bike trails	2/13/2023 10:02 PM
82	Improve pedestrian safety at Irvine Park, more dog parks, opportunities for single adults to meet	2/13/2023 8:35 PM
83	Lighted pickle ball courts, better bike path connectivity.	2/13/2023 8:03 PM
84	The senior center is awful. It's an old building and doesn't offer a wide variety of things.	2/13/2023 7:15 PM
85	Update outdoor court areas and accessibility. Link areas with safe walking/bike riding paths.	2/13/2023 7:07 PM
86	Tennis court repair	2/13/2023 5:43 PM
87	More free/reduced community events at reasonable times with childcare!	2/13/2023 5:30 PM
88	More gym space for basketball/volleyball	2/13/2023 4:26 PM
89	The pool. A trap-shooting range would be nice. More clearly defined hunting areas	2/13/2023 3:36 PM

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marked/published/advertised during hunting season.

90	Pickleball near the park. Bike rental stations downtown	2/13/2023 2:19 PM
91	There needs to be something folks can do or a place they can gather that doesn't involve alcohol.	2/13/2023 2:15 PM
92	We continue to need an outdoor pool/swimming facility	2/13/2023 2:05 PM
93	We need a functioning pool in our community and for the future of our community. Additionally, we need a safe space for a community farmers market.	2/13/2023 1:20 PM
94	Tennis lessons on good tennis courts, kickball league due adults (i.e. Eau Claire)	2/13/2023 12:37 PM
95	More pickle ball courts (inside for winter)	2/13/2023 10:29 AM
96	Senior exercise without a payment/Medicare coverage would be something to look in to.	2/12/2023 9:27 PM
97	More attention needed on pedestrian and cyclist safety as well as planning for non-recreational walking and biking, for work commute or shopping	2/12/2023 5:35 AM
98	More access to swimming year round	2/11/2023 10:54 PM
99	Better & larger splash pad.	2/11/2023 3:08 PM
100	Set trails up for cross-country skiing and snow shoeing in winter. Have more hobby classes	2/11/2023 1:56 PM
101	Upgrade the YMCA	2/11/2023 12:23 PM
102	Indoor walking during winter without joining the YMCA	2/11/2023 11:43 AM
103	Keep an outdoor swimming pool.	2/11/2023 6:55 AM
104	make areas safe to walk without dogs chasing or running up to people. dogless walk parks. visitors comment about how much poop is in Irvine park. disgusting.	2/10/2023 9:41 PM
105	I had a more detailed response but due to the lack of allowed characters I will just say: Chippewa Falls Pool. Invest in it.	2/10/2023 9:08 PM
106	Continued trail maintenance.	2/10/2023 7:53 PM
107	Many people use Irvine Pk for a walk or a bike ride. Motor traffic can be very disturbing and unsafe for the non-motorized users. Keep the gates closed, don't allow thru traffic.	2/10/2023 6:15 PM
108	Activities for toddlers and moms that aren't during the normal working day	2/10/2023 5:20 PM
109	More gathering opportunity for older folks	2/10/2023 2:53 PM
110	walking areas for seniors with little or no traffic	2/10/2023 2:40 PM
111	more opportunities	2/10/2023 1:00 PM
112	We definitely need more senior programs in our community! A new active Senior Center would be awesome for our city and the surrounding area!	2/10/2023 11:21 AM
113	Supervised low cost, safe entertainment options for preteens and teens.	2/10/2023 10:55 AM
114	I think Chippewa does a great job of providing recreational opportunities!	2/10/2023 10:53 AM
115	Improved outdoor basketball courts.	2/10/2023 10:07 AM
116	There are twice as many of us baby boomers as the any other generation. Please take that under consideration.	2/10/2023 9:47 AM
117	An updated community pool / rec center in Marshall Park should be seriously looked at.	2/10/2023 9:42 AM
118	There's not a lot of activities for teenagers in the area. Usually have to go to eau claire	2/10/2023 9:10 AM
119	Bike path downtown with more racks.	2/10/2023 8:29 AM
120	No	2/10/2023 8:13 AM
121	Need more Parks and Rec involvement and more to do than just going to the bars	2/10/2023 8:03 AM
122	Please raise funds to save the pool it is a landmark and a rarity fir are community	2/10/2023 7:48 AM

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123	Better Info/advertising on recreational activities for older age groups.	2/10/2023 7:47 AM
124	Do not need a pool that so few use.	2/10/2023 7:01 AM
125	Connecting sidewalks	2/10/2023 5:39 AM
126	New senior center	2/10/2023 4:00 AM
127	I think our teenage group needs something else in Chippewa other than a movie theater, bowling or the Y to go to.	2/10/2023 12:52 AM
128	More options for swimming (outdoor and indoor)	2/9/2023 11:17 PM
129	When the weather is bad, there is very few things for teens to do around here besides get in trouble.	2/9/2023 10:43 PM
130	Fix/upgrade the pool	2/9/2023 10:12 PM
131	Swimming pool needs to stay open	2/9/2023 10:04 PM
132	More swimming lessons available, art classes for kids and adults	2/9/2023 10:01 PM
133	I have young grandchildren who spend time with us. The pool is very important.	2/9/2023 9:33 PM
134	More activities for middle and high school youth.	2/9/2023 8:55 PM
135	Update the pool	2/9/2023 8:06 PM
136	Not really plenty of places to go and see maybe more public fishing areas	2/9/2023 6:05 PM
137	I'm currently without children, but plan on having kids eventually. I think Chippewa should be a nice place for kids and families	2/9/2023 5:12 PM
138	Potentially more pickle balls courts. Trail to connect area near Spectrum Industires to downtown.	2/9/2023 4:30 PM
139	Walking paths that are cleared of snow in the winter	2/9/2023 4:22 PM
140	Safer bike routes, hiking trails are needed. A lot of people bike in the city, but it's difficult to bike safely.	2/9/2023 2:32 PM
141	Public pool, make it a water park and you can actually break even or have a net income	2/9/2023 2:07 PM
142	Outdoor recreation facility for (track, basketball court, better water recreation facility, baseball, soccer recreation complex, outdoor recreation rentals.	2/9/2023 1:49 PM
143	Upgrades and better preventative maintenance programs for sporting facilities. Facility, such a YMCA, is in much need of replacement for community size.	2/9/2023 1:42 PM
144	More affordable opportunities for thise who don't quite qualify for low income.	2/9/2023 1:29 PM
145	More activity spaces for teens to gather.	2/9/2023 12:39 PM
146	Would love to see a community building that includes a pool, gym, walking track, community rooms.	2/9/2023 12:05 PM
147	I would like to see more open spaces for recreation within or near the city limits like Area 178 trails.	2/9/2023 11:29 AM
148	More neighborhood parks	2/9/2023 11:24 AM
149	Kayak rentals, a better pool with slides,etc., climbing wall, trails for dirt biking	2/9/2023 11:15 AM
150	recreation center	2/9/2023 11:12 AM
151	Affordable options	2/9/2023 11:00 AM
152	Safe place to walk/run in winter that isn't icy.	2/9/2023 10:53 AM
153	More beautification to green spaces. Better maintenance on smaller parks	2/9/2023 10:30 AM
154	High school/community swimming pool and large music/ band space at high school additional accessibility via parking and outdoor space at high school	2/9/2023 10:30 AM

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155	I would love to see weekend park activities & educational classes for kids! Most of what is offered is during the workday	2/9/2023 10:26 AM
156	Chippewa pool needs renovations or a new pool in the city besides the ymca which also needs remodeling or expansion	2/9/2023 10:24 AM
157	Indoor recreational center with water park, more casual lounging spots	2/9/2023 10:18 AM
158	Honestly, I'm not even sure what the options are so maybe there just needs to be more awareness made of the options.	2/9/2023 10:16 AM
159	More places and spaces to do outdoor workout classes: yoga, couch to 5k, a cycling club, etc	2/9/2023 10:14 AM
160	We need a community recreation center with an indoor swimming pool, courts, track, and a workout facility. Strong believer that an indoor rec facility would bring more families to CF.	2/9/2023 10:01 AM
161	Affordable would be the key word.	2/9/2023 9:47 AM
162	I feel like we need a place for sober people to go and hang out with their families!	2/9/2023 9:46 AM
163	Build a new community complex basketball courts are a must	2/9/2023 9:43 AM
164	The Irving playgrounds are nice, but I feel a public playground in downtown would be well received.	2/9/2023 9:43 AM
165	Need more sidewalks	2/9/2023 9:37 AM
166	Pool needs to be updated or replaced	2/9/2023 9:36 AM
167	Lack of indoor sports gym or pool. Outdoor pool in declining state.	2/9/2023 9:18 AM
168	Very few options for 2 year olds. Often need to go to Eau Claire for programs.	2/9/2023 8:35 AM
169	Large lack of options in many age groups. Beyond sports!	2/9/2023 7:45 AM
170	If you want to promote the health, safety & welfare of residents, year round, something must be done with the street dept. & the way they plow or don't plow our streets.	2/9/2023 7:29 AM
171	A community campground would be great for not only community members, but tourists	2/9/2023 7:05 AM
172	More for seniors outside of the senior center	2/8/2023 9:58 PM
173	More dock space on lake	2/8/2023 8:33 PM
174	Safe trails with access throughout the community	2/8/2023 7:55 PM
175	Need opportunities for senior citizens.	2/8/2023 7:53 PM
176	Racquetball court	2/8/2023 6:43 PM
177	Outdoor exercise park would be cool. Also parks open later- sunset comes awfully early.	2/8/2023 6:33 PM
178	Increased bike trails north of town on hwy 124. Provide skate ski grooming at Irvine park	2/8/2023 6:33 PM
179	Community outdoor swimming pool. More pickleball courts	2/8/2023 6:27 PM
180	Better access for the elderly and disabled.	2/8/2023 6:24 PM
181	Still need an 'outhouse' building at the north end of Irvine Park, by the parking lot off of Highway S.	2/8/2023 6:16 PM
182	More swimming opportunities	2/8/2023 6:12 PM
183	more walking areas and easier bicycle access to downtown	2/8/2023 5:44 PM
184	We need to look at facilities that are largely not use and find new ideas like Marshall field and tennis courts is a example	2/8/2023 5:15 PM
185	More group physical/social activities for seniors without membership fees.	2/8/2023 4:52 PM
186	More group activities of Seniors	2/8/2023 4:52 PM
187	Chippewa Falls needs more indoor ice to share for hockey, curling, and figure skating. Better tennis courts would be a +	2/8/2023 4:41 PM

Q9 How do you feel about each of the following statements?

Answered: 691 Skipped: 134

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	UNSURE/NO OPINION	TOTAL
Chippewa Falls is a great place to live.	42.84% 296	50.65% 350	3.33% 23	1.16% 8	2.03% 14	691
Chippewa Falls provides growth opportunities & support for businesses and entrepreneurs.	20.69% 143	55.72% 385	7.24% 50	1.59% 11	14.76% 102	691
Downtown Chippewa Falls is inviting and vibrant.	24.31% 168	58.90% 407	10.85% 75	2.17% 15	3.76% 26	691
I am familiar with the many things to do in Chippewa Falls.	28.51% 197	58.32% 403	9.55% 66	1.16% 8	2.46% 17	691
It is important to provide services and incentives to retain and attract businesses with good-paying jobs.	51.09% 353	43.56% 301	2.60% 18	0.43% 3	2.32% 16	691
Diverse manufacturing employers and jobs are critical to the economy of Chippewa Falls.	45.30% 313	45.73% 316	2.32% 16	0.72% 5	5.93% 41	691
Chippewa Falls offers things to do & job opportunities for teens and young adults.	8.39% 58	44.43% 307	23.15% 160	5.79% 40	18.23% 126	691
Seniors can live safely, independently, and comfortably in Chippewa Falls.	14.91% 103	54.99% 380	11.00% 76	1.59% 11	17.51% 121	691
The appearance and upkeep of buildings and yards in my neighborhood is important to me.	45.88% 317	44.57% 308	4.78% 33	0.87% 6	3.91% 27	691
Landowners should be allowed to develop their land anyway they want.	14.33% 99	27.21% 188	36.18% 250	12.59% 87	9.70% 67	691
It is important to protect my quality of life and property values from impacts due to activities on nearby properties.	41.53% 287	47.90% 331	5.21% 36	0.87% 6	4.49% 31	691
New development should occur in a planned and orderly manner.	48.05% 332	46.02% 318	1.74% 12	0.43% 3	3.76% 26	691
Preserving & celebrating our community's history is important to our quality of life.	34.73% 240	49.35% 341	7.09% 49	1.59% 11	7.24% 50	691
Chippewa Falls should continue to be much like it is today.	17.80% 123	51.23% 354	14.33% 99	4.78% 33	11.87% 82	691

Q10 If you disagreed or strongly disagreed with any answers for the previous question, we invite you to briefly explain.

Answered: 187 Skipped: 638

#	RESPONSES	DATE
1	Residential streets are not safe for fire/police or vehicle travel, we've added 1.3 million dollars for fire/police and yet the roads are junk.	3/16/2023 8:00 AM
2	Property taxes are getting prohibitively high. Blight and run down properties continue to get worse. Developments should not contain any cul de sacs.	3/14/2023 4:31 PM
3	Limited entertainment and cultural appeal/engagement with you adults (aside from outdoor things to do); continue investing in less car-centric transportation	3/14/2023 1:59 PM
4	Zoning is important and there for a reason	3/13/2023 7:06 PM
5		
6	Would not like changes that would reduce the value of our property.	3/13/2023 10:57 AM
7	Prefer "residential" status for West Hill	3/13/2023 10:54 AM
8	CF is not welcoming or kind, and are typically opposed to diversity. We will be leaving Chippewa next year. CFAUSD does not stop bullying, fails special needs kids.	3/13/2023 9:14 AM
9	Downtown businesses need to be open later. better/ cheaper transportation options for disabled and elderly. People need to follow policies to build/develop land.	3/12/2023 10:20 PM
10	Not many activity options for teens other than sports	3/12/2023 8:43 PM
11	Landowners should have a certain amountWhen a landowners action affects the quality of life or property value of their neighbors then that needs to be considered before letting anyone do anything.	3/12/2023 8:18 PM
12	Depends on the reason and how it would impact others.	3/10/2023 9:25 PM
13	As members of our community, all landowners have a social responsibility for keeping their developments	3/10/2023 11:43 AM
14	The meth and drug problem in this lovely small town needs to be tackled with a wider variety of resources as it has continued to grow. The hard work of our officers is appreciated.	3/10/2023 10:33 AM
15	Chippewa Falls need more businesses like the Coffee Grounds and Mancinos in Eau Claire.	3/10/2023 9:30 AM
16	Not sure what recreational activities there are for young people. Landowners need to be mindful of the neighborhood and community.	3/10/2023 6:50 AM
17	Too many drugs, drug addicts, and homeless people in Chippewa Falls	3/9/2023 11:01 PM
18	We have more than our share of low income housing around downtown, what we need is much more market rate apartments/condo's so that we have wage earning residents to support the downtown businesses.	3/9/2023 10:13 PM
19	landowners should not be allowed to use their property as their personal dump site.	3/9/2023 8:42 PM
20	This town is unsafe I don't feel comfortable allowing my kids to play outside	3/9/2023 8:04 PM
21	We have a small yet thriving community.	3/9/2023 7:51 PM
22	Housing for people w disabilities. Romies has renters that pose a safety issues nothing is done.	3/9/2023 6:22 PM
23	Too many homes have junk in yards. nothing in the area for kids and teens. No skate park - the one by pool is terrible. The pool has been left to deteriorate.	3/9/2023 5:59 PM

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24	Chippewa Falls shouldn't continue to be like it is, it should grow and adapt to the needs of the residents.	3/9/2023 2:31 PM
25	Seniors have some places to live but if on a fixed income your choices are drastically reduced unless u want to live in a dump	3/9/2023 2:31 PM
26	Chippewa needs to be more creative and open to new programs for teens, young adults. City needs additional ordinance	3/9/2023 1:47 PM
27	Sidewalk upkeep AND road snow removal make wheelchair accessibility nearly impossible.	3/9/2023 1:40 PM
28	More senior living is needed. Romeis no longer safe. Need better incentive for new businesses. streets in bad shape	3/9/2023 1:28 PM
29	We've got plenty of jobs in Chippewa and they can't get enough help! We don't need new ones with no help! Keep the smaller town atmosphere and natural beauty	3/6/2023 10:55 AM
30	not enough, reasonably priced transportation for seniors. Only one downtown and expensive grocery store for seniors who don't have transportation	3/6/2023 10:25 AM
31	N/A	3/3/2023 5:44 PM
32	disagree with "anyway they want" description. tied to comment directly after.	3/3/2023 2:04 PM
33	I don't think the city should give big incentives to businesses, such as paying to taxes. There is very little for teens and young adults to do.	3/3/2023 2:02 PM
34	Need more affordable housing for people with disabilities,,Romeis Apartments are terrible	3/3/2023 11:01 AM
35	When entering Chippewa we need to get rid of the horrendous blue quonset huts. qua	2/20/2023 3:26 PM
36	Keep the greater community in mind while developing individual homes/businesses.	2/20/2023 11:28 AM
37	We have seen the decline of yards and houses in our neighborhood. There doesn't seem to be enforcement of ordinances,too many individuals are released from prison into our community.	2/18/2023 5:17 PM
38	Run out the drugs and get people to adapt to current reality vs. 1991 mentality. Adopt ordinances to make people clean up their properties.	2/16/2023 7:02 PM
39	Chippewa Falls needs to evolve as the citizens and businesses do. If there isn't evolution, the town will cease to be relevant for residents or businesses.	2/16/2023 3:39 PM
40	CF needs to take care of the visual appearance of it. Roads, boardwalks, medians, landscape features. Make it very inviting and proud.	2/16/2023 2:16 PM
41	building, zoning, and property upkeep codes should be enforced	2/16/2023 10:59 AM
42	Lack of diversity, increased crime, performative activism, old-fashioned values, people that are not originally from CF never feel fully part of community.	2/16/2023 8:50 AM
43	We need more organized free/low cost opportunities for our youth to enjoy. We also need more employers who are willing to work with our youths schedules to help them find a balance.	2/16/2023 8:47 AM
44	We need to start modernizing Chippewa Falls. Let's start building new starter homes instead of rentals to attract young families. We need modern businesses and restaurants.	2/16/2023 7:38 AM
45	I think a side street could be developed for a few different restaurants and bars with outdoor seating in the Summer.	2/15/2023 8:31 PM
46	Chippewa should look to continue to grow. More single family homes and less multi family developments.	2/15/2023 5:05 PM
47	Land development maybe inappropriate or negatively impacts the surrounding neighborhood.	2/15/2023 12:31 PM
48	There needs to be more open spaces for teens, activities, etc. that are safe and low cost.	2/15/2023 10:51 AM
49	Develop land as long as it does not become a hazard to public.	2/15/2023 10:22 AM
50	Keep swimming pool	2/15/2023 9:20 AM
51	CF would attract/retain more younger people if more technology and affordable housing options were available.	2/15/2023 8:09 AM

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52	Too many drug houses and unkept and cluttered city properties	2/15/2023 7:48 AM
53	There needs to be guidance, but not total control. No one wants to live by a dump	2/15/2023 6:59 AM
54	Zoning is important to preserve neighborhoods	2/15/2023 6:58 AM
55	I think we have too many new housing Apts going up.While their are plenty of empty houses that could be redone instead of becoming dilapidated.	2/15/2023 6:01 AM
56	does not support youth activities outside of school activities. does not support SAFE areas to be a youth.	2/14/2023 9:54 PM
57	Parking is and issue downtown. Also hate the winter parking rules. Need to look at other options, be even if it was only during snow emergency.	2/14/2023 7:59 PM
58	fix the roads they are terrible	2/14/2023 7:55 PM
59	Fix the library	2/14/2023 7:47 PM
60	Comment: there should have been an option that was more in the middle.	2/14/2023 6:50 PM
61	I'd like to keep Chippewa a smaller town	2/14/2023 6:24 PM
62	Chippewa is a great place to visit. It is not a great place to live. Its over policed.	2/14/2023 5:32 PM
63	Too much growth. New growth should pay for itself, not be a burden on existing residents.	2/14/2023 5:28 PM
64	MUST have an outdoor pool.	2/14/2023 5:18 PM
65	Landowners should have some reasonable limits on acceptable development. No stonehenge structures.	2/14/2023 4:02 PM
66	Better use of river-front space	2/14/2023 3:55 PM
67	Change is what keeps a city vibrant	2/14/2023 3:47 PM
68	The are homes within the city limits that should be condemned and are fire/health hazards	2/14/2023 3:46 PM
69	Landowners should be able to develop their property any way they want as long as it doesn't interfere with or devalue the surrounding properties	2/14/2023 2:46 PM
70	For older adults it is hard to keep up yards, lawns and other household duties.	2/14/2023 2:40 PM
71	I recently moved to Chippewa Falls and am still learning about all that's available in this community.	2/14/2023 2:23 PM
72	Change is inevitable. Staying the same in a ever-changing society won't work. History is important as long as it's not biased.	2/14/2023 2:12 PM
73	Landowners need to abide by the rules and laws in place for the betterment of Chippewa Falls.	2/14/2023 1:59 PM
74	Change is hard, but can be good.	2/14/2023 1:32 PM
75	Teens need more things to do in chippewa. Seniors need affordable housing.	2/14/2023 1:00 PM
76	Maybe my neighbor is doing the best they can in upkeep; provide free dumpster dumpster	2/14/2023 12:44 PM
77	We need clothing stores .We should not have to drive to Eau Claire for shopping.We need a Kolhs or Target in our city.	2/14/2023 12:30 PM
78	all land owners should be made aware of city ordnances to keep properties in GOOD condition or pay a fine	2/14/2023 11:39 AM
79	I believe in property owners rights	2/13/2023 10:08 PM
80	Respecting history but not continuing mistakes of past, but I'd like to see renovation or replacement of buildings like Weigands.	2/13/2023 8:43 PM
81	Not enough for preteen and teen to do. Also no decent indoor activities for pre-elementary	2/13/2023 8:36 PM
82	Landowners should take into consideration the neighboring properties and how their developments affects them and their property values..	2/13/2023 8:07 PM
83	I love our downtown, I don't love the parking, we need more of it.	2/13/2023 7:37 PM

Chippewa Falls Comprehensive Plan Community Survey

84	There isn't public transportation. Share ride isn't reliable, nor transport to Eau Claire.	2/13/2023 5:53 PM
85	Chippewa should not aim to "continue to be much like it is today," it should aim to always improve and keep up with the the changing world around us.	2/13/2023 5:17 PM
86	The "employee shortage" in our community is due to LACK OF AFFORDABLE HOUSING. Sec. 8 & the voucher program isn't working for CF.	2/13/2023 3:49 PM
87	I would love to see more food options (healthy)downtown and cafe hours extended. Seems like nothing is open on Sunday. So many people drive to Eau Claire to eat and do shopping	2/13/2023 2:23 PM
88	We lack a public transportation system that would allow seniors and low income folks to move around the city independently.	2/13/2023 2:22 PM
89	If we stay the same, we won't be growing. There are not spaces in our community for teenagers.	2/13/2023 1:22 PM
90	There is always room for growth	2/13/2023 12:39 PM
91	Change is important for improving and upkeep of neighborhoods.	2/13/2023 11:12 AM
92	Landowners should not be allowed to junk up their yards and take value away from neighboring property	2/13/2023 10:31 AM
93	The area around the jail and rushman drive is very scary and needs to be cleaned out/up. I or my family won't go there after dark. Especially with the murder of Lily.	2/13/2023 9:29 AM
94	Younger individuals complain there is not enough to do.	2/13/2023 8:45 AM
95	There needs to be improvements to neighborhoods close to downtown. Areas close to and in downtown are run down and home to too many drug users.	2/12/2023 9:14 PM
96	Unsafe city; way too much crime going on; the city is inheriting crime; history of drugs for past 13 or so years; not good	2/12/2023 8:58 PM
97	We strongly disagree with the new road extending Chippewa Mall Drive through the woods. This town does not need any additional development in this area.	2/12/2023 3:42 PM
98	Needs to be thoughtful, intentional action to welcome a more diverse community. Educate drivers about sharing streets with pedestratians and bicyclists.	2/12/2023 1:45 PM
99	We need growth and less retirement	2/12/2023 9:01 AM
100	City talks a lot about diversity, but then very little is done to promote and encourage it. Feels like politically correct words but just keep doing things the old way.	2/12/2023 5:39 AM
101	Have to keep city providing wants of younger generation so they stay. Examples fiber infrastructure, trendy business	2/12/2023 5:23 AM
102	lots of drugs and bad people entering Chippewa	2/12/2023 12:08 AM
103	No land development must have some kind of regulation	2/11/2023 2:00 PM
104	Chippewa Falls shouldn't have allowed so many multiplex rental units.	2/11/2023 8:42 AM
105	I wouldn't want someone to have a scrap yard next door to me.	2/11/2023 8:24 AM
106	Chippewa Falls struggles with inclusion for all races and ages that reside in the community. I often hear it referred as "the good old boys club" with no input allowed from the community.	2/11/2023 7:03 AM
107	CF's is unsafe in many ways. It appears the city welcomes criminals. create ordinances	2/10/2023 9:57 PM
108	can't even buy a spool of thread downtown. downtown is boring compared to other wi towns of the same size.	2/10/2023 9:43 PM
109	The people "in charge" of Chippewa Falls are holding this community back. Take this survey for example, I can't even fully explain and provide insight here.	2/10/2023 9:12 PM
110	Need more affordable housing for seniors and better pay for their caregivers. CF needs to continue to attract businesses and good paying jobs.	2/10/2023 7:56 PM
111	I think zoning regulations are a good think. Don't put a shopping mall in a residential area	2/10/2023 6:19 PM

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112	There is always room for improvement, I'd like us to improve rather than stay the same. Lack of public transportation and ride share makes it hard for seniors to stay independent.	2/10/2023 5:58 PM
113	I think more history of the tribes that were here before the loggers needs to be acknowledged	2/10/2023 5:22 PM
114	I don't want junk all over a neighbors yard. Individual preference for quality of life.	2/10/2023 2:56 PM
115	City should not provide business incentives/corporate welfare; city should not stimulate development	2/10/2023 1:03 PM
116	There has to be proper planning for land development or it would just be chaos	2/10/2023 12:54 PM
117	Landowners should follow zoning guidelines and should be held responsible for keeping their property clean and neat.	2/10/2023 11:27 AM
118	I Love our downtown and history. I would like to see more shopping and dining opportunities downtown.	2/10/2023 11:24 AM
119	I think Chippewa falls is wonderful but it lacks places to go for restaurants and activities. It has Leinie lodge but the hours are terrible. Everything closes by 8pm.	2/10/2023 10:31 AM
120	Your land/property should be yours to do what you want with it. No one else should have any say. Especially the government. Regardless of negative or positive impacts.	2/10/2023 9:57 AM
121	Continue policies that keep neighborhoods clean and neat, AND ENFORCE them-too many junk yards at homes in town!	2/10/2023 9:50 AM
122	We need more things in our community to do for kids. Like a better pool, tennis courts, our schools especially our high school is very outdated.	2/10/2023 8:33 AM
123	I think that Chippewa has done an excellent job of revitalizing downtown on Bridge street, but think that it has to do a better job on Bay and High streets.	2/10/2023 8:09 AM
124	We need to start being more attractive like Altoona and Eau Claire to attract the best jobs and businesses	2/10/2023 7:51 AM
125	Chippewa is getting to big. Taxes are too high. With all the building going on, we each should be paying less taxes, there's more to share the burden.	2/10/2023 7:06 AM
126	Many tragedies. Ton of support for the high school athletes and not as much others.	2/10/2023 6:59 AM
127	CF needs better paying jobs and single family housing	2/10/2023 6:27 AM
128	The town needs to move forward to continue, but maintain small town feel. Easier said than done	2/10/2023 5:36 AM
129	Need to change with the times.	2/10/2023 4:04 AM
130	It would be nice to have other employment options for teens in sports that they can do after practice.	2/10/2023 12:54 AM
131	I think Chippewa does a fairly good job.	2/9/2023 9:13 PM
132	Too many hateful messages including confederate flags and don't tread on me b.s. in this town. Too many kids at risk. Too much meth. Focus on drugs before minor traffic enforcement.	2/9/2023 9:00 PM
133	Seems like everyone wants to move on with the future and forget the past we could use more attractions for kids and less for about stuff that happened 100 years ago	2/9/2023 6:09 PM
134	Landowners retaining their liberty and autonomy from the government will create a more free community	2/9/2023 5:15 PM
135	I don't think there's enough information available to view events/activities in the area or I'm not sure where to find them	2/9/2023 4:25 PM
136	Chippewa Falls is on a great path, but I would hate for it to get stagnant. I want it to continue getting better!	2/9/2023 3:32 PM
137	Limited housing available for independent seniors.	2/9/2023 2:27 PM
138	I'm not sure there are many job opportunities for kids, beyond fast food, gas station jobs. Also, there seems to be not a lot for teenagers for recreation.	2/9/2023 2:23 PM

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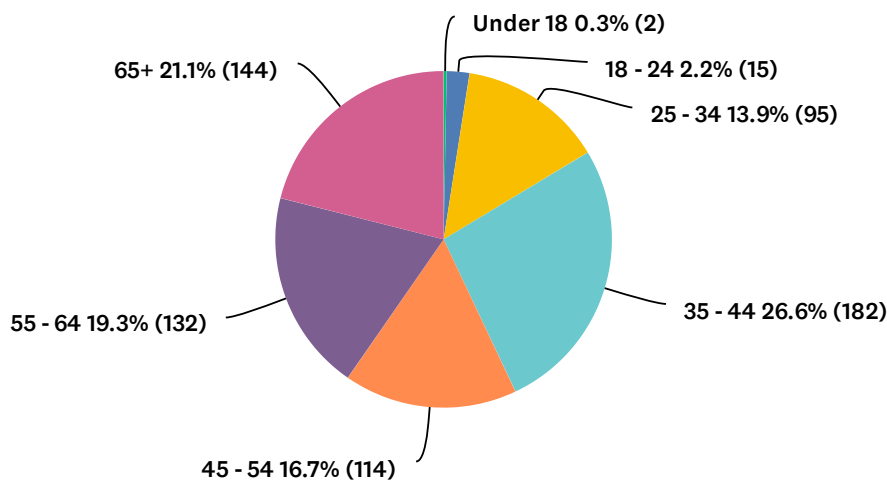
139	Need transit/transportation opportunities for seniors, we need a public pool, garbage cans of flowers are embarrassing	2/9/2023 2:12 PM
140	This city doesn't maintain up to date standards and is outdated in everything.	2/9/2023 1:53 PM
141	I bought my house because of the privacy and value provided by its natural surroundings. Someone was allowed to build a post game building directly on their property line behind my property.	2/9/2023 1:48 PM
142	The education system should be better. Needs to be more options for mental health help in the area for all ages. And a better court system.	2/9/2023 1:42 PM
143	DOWNTOWN PARKING PERMITS	2/9/2023 12:42 PM
144	Future development should be within reason and consistent with planning and while history is an important factor, all factors should be balanced	2/9/2023 12:32 PM
145	I found this section hard to answer. While I don't think just any development can go anywhere, I do think the guidelines/zoning is too strict. I would love a business in my neighborhood	2/9/2023 12:26 PM
146	People should not be able to develop their land in a manner that would decrease values of other properties	2/9/2023 11:32 AM
147	Celebrate the past but don't let it stop growth	2/9/2023 11:26 AM
148	Very unhappy with the number of sex offenders in the area near recreational parks and schools. This is a safety concern for this community. Many areas of this city feel dirty and rundown	2/9/2023 11:19 AM
149	I am an advocate for new development downtown. Young professionals/ retirees or single business employees need housing options to keep them in here	2/9/2023 11:18 AM
150	Not many job options for teens/young adults	2/9/2023 11:03 AM
151	We need more options for the youth. We don't have coffee shops or hangouts that are open in the evenings, no all ages venues for music/arts or anything like that for teens to socialize.	2/9/2023 10:41 AM
152	Chippewa should be better than it is, we need more resources for homelessness. We need a shelter where our population without a home can go to be warm and safe	2/9/2023 10:38 AM
153	Restrictions and conditions for all development to protect water, land and air quality.	2/9/2023 10:37 AM
154	In city limits, land owners should obey ordinances to protect water and environment and safety. Continue to grow and move forward.	2/9/2023 10:34 AM
155	Chippewa needs more things to do that doesn't involve drinking.	2/9/2023 10:22 AM
156	They should do a better job of keeping properties neat. There are a few on State st that are awful it is a Main Street thru the East hill and is very ugly	2/9/2023 10:21 AM
157	Change is constant. Change is a good thing. Diversity is a good thing. A growing community is a good thing.	2/9/2023 10:13 AM
158	There has been a sharp climb in major drug crimes/thefts/ and violence in recent months in the Chippewa area that have made chippewa not feel as comfortable to want to live in.	2/9/2023 10:10 AM
159	Develop the downtown area and build new MDU housing while maintaining existing buildings	2/9/2023 9:57 AM
160	There are too many of same type of shops and the lack of parking makes it difficult to visit any of them.	2/9/2023 9:56 AM
161	also the community as a whole should be taken into consideration. Semi traffic to Leinenkugels should remain at the brewery parking lot and not drive thru a residential neighborhood	2/9/2023 9:54 AM
162	I wish Chippewa Falls would stop building all these apartments!!! The population is growing to fast and congested!!	2/9/2023 9:52 AM
163	I feel like there is not a lot of things for teens to do. We need to work on the pool!	2/9/2023 9:49 AM
164	Would like to see nice single family homes from summit ave to Chippewa crossing blvd not more multi family homes.	2/9/2023 9:34 AM

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165	The actions of a landlord can significantly impact neighbors. Their input should carry weight.	2/9/2023 9:19 AM
166	No junky yards	2/9/2023 8:43 AM
167	More restaurants and shopping	2/9/2023 8:24 AM
168	Unsafe and dirty	2/9/2023 7:48 AM
169	Zoning is important. We don't want to suddenly have a high-traffic commercial neighbor enter a formerly quiet neighborhood or have a single, large project turn into blight.	2/9/2023 7:34 AM
170	Too many specialty shops with no practical shopping. Seniors need transportation to close areas like Walmart. Land development needs to be monitored	2/9/2023 6:04 AM
171	Need more diverse job opportunities. Trades, Manufacturing, industry employers are needed in this area.	2/9/2023 5:45 AM
172	I am unfamiliar with all the many things to do in Chippewa. Zoning is in place so landowners develop their land in an acceptable way according to their use.	2/8/2023 8:00 PM
173	Final question. I love this town as it is today but am concerned about the growing drug use and homelessness issues	2/8/2023 7:26 PM
174	Back in the 60s and 70s our town was a bustling town with way more businesses downtown then now.	2/8/2023 7:08 PM
175	Continued progress towards our goals should be continuous.	2/8/2023 7:03 PM
176	I tried- kept getting "please shorten response" error- city doesn't care for response	2/8/2023 6:44 PM
177	I moved here in part because I absolutely loathe HOAs	2/8/2023 6:36 PM
178	Continue housing developments and recreation such as bike and pedestrian trails	2/8/2023 6:35 PM
179	Those in the city limits should have some sort of minimum upkeep requirements. There are too many homes in CF that have junk and look deteriorated.	2/8/2023 6:30 PM
180	We need to invest in the downtown area and stop restricting opportunities for our businesses. We need to attract new restaurants that met our needs	2/8/2023 5:52 PM
181	Need to be more progressive and offer more to visitors than just breweries and distilleries and bars. More activities.	2/8/2023 5:46 PM
182	Please encourage businesses with loud and garish storefront colors to blend in and look cohesive with their business neighbors	2/8/2023 5:03 PM
183	My neighborhood and its overall appearance is important and ordinances are necessary to maintain neighborhoods.	2/8/2023 4:56 PM
184	Don't get downtown much and could use some mailings/communications on what's available and what's happening around town more often!!	2/8/2023 4:48 PM
185	Chippewa Falls needs to keep moving forward with improvements to keep up with similar communities.	2/8/2023 4:44 PM
186	Landowners should be respectful of neighbors	2/8/2023 4:18 PM
187	We should be looking to the future, not clinging to the past. History is important, but the indigenous caricature on first responders uniforms shows that it's not a very inviting place...	2/8/2023 4:12 PM

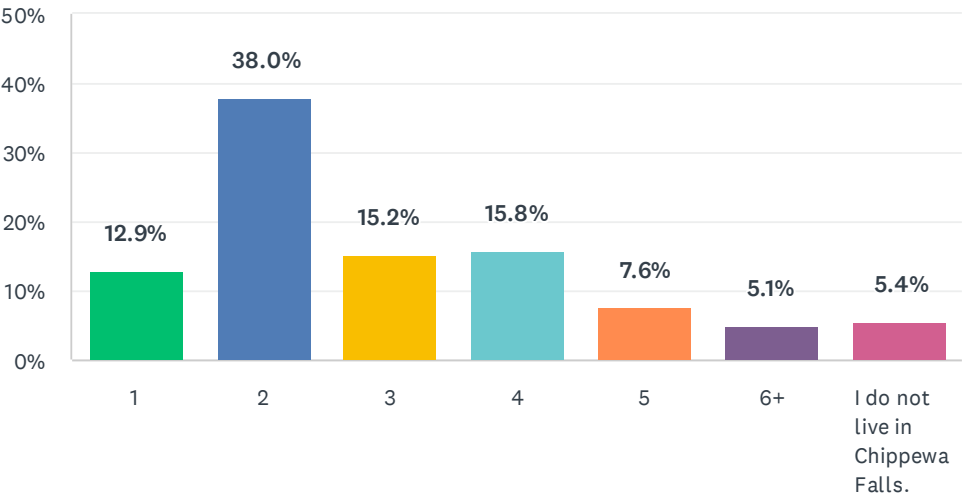
Q11 Please share your age.

Answered: 684 Skipped: 141



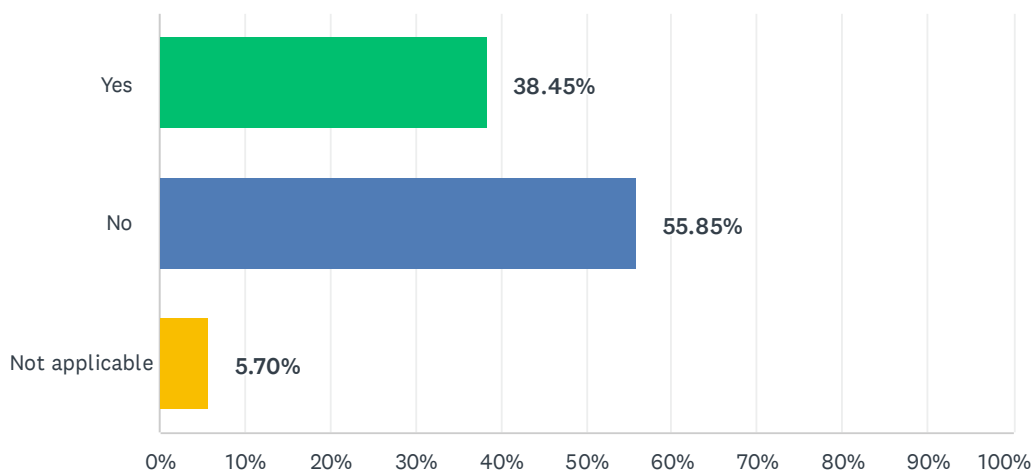
Q12 How many persons live in your Chippewa Falls' home?

Answered: 684 Skipped: 141



Q13 Do children less than age 18 live in your Chippewa Falls' home?

Answered: 684 Skipped: 141



Q14 Please estimate your annual household income.

Answered: 684 Skipped: 141

