

Third Ward Neighborhood Plan

City of Eau Claire
Comprehensive Plan



January, 2020



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Adopted 1/14/2019

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EXECUTIVE SUMMARY

The Third Ward Neighborhood is one of the oldest and most cherished places to live in Eau Claire. It holds a variety of natural and architectural treasures. There is a range of housing options for all people. The Third Ward has excellent proximity to downtown, the University of Wisconsin – Eau Claire, and scenic amenities. The neighborhood is compact, walkable and well connected. Employment opportunities, services, parks, trails and transit are located within or nearby.

Promoting livability and reinvestment in older neighborhoods is a major goal of the City’s 2015 *Comprehensive Plan*. Like many well-established places, the Third Ward has its challenges, but opportunities abound. This is the first update to the Third Ward Neighborhood Plan and builds upon the original plan adopted in 2001.

Progress has been made since that time in preserving large single family areas through rezonings. An enhanced housing inspection and new rental registration program should lead to greater physical improvements. A number of on-street parking rule modifications have improved safety. Reconstructions of the Water Street bridge, Summit Avenue and Thorp Commons have promoted more mobility options. However, some issues persist such as aging of housing stock, disproportion in rental rates and parking congestion.

This plan was developed in partnership with representatives of the Third Ward, via a Plan Update Steering Committee, the Neighborhood Association, and from sizable input from a neighborhood survey. The shared vision has 11 major goals, listed in the right-hand box. The overview recommendations map on page 4 displays improvement strategies related back to the plan’s major goals and identified issues.

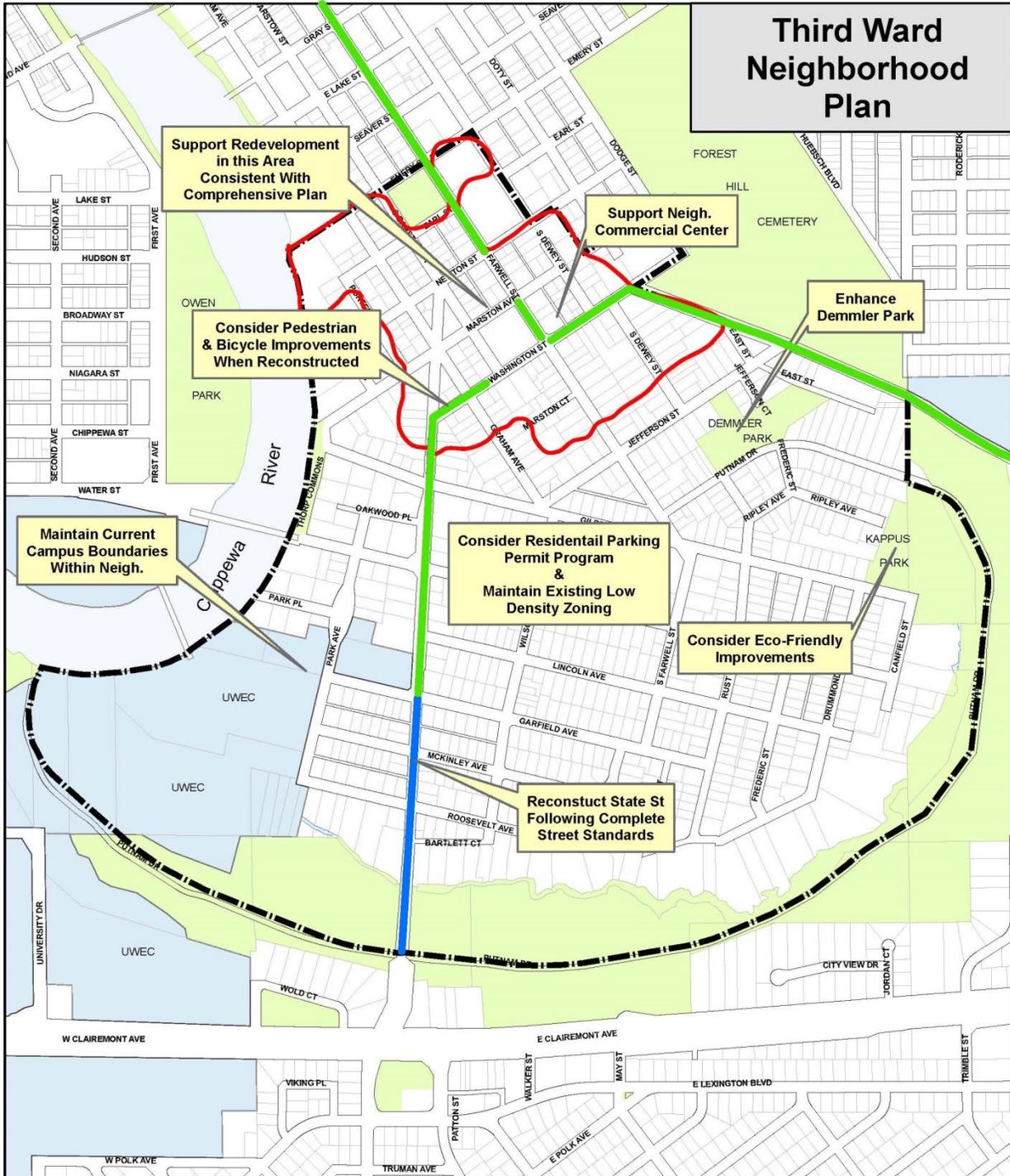
Third Ward representatives believe strongly that by continually addressing the quality of housing stock, in a variety of means, such as promoting financial assistance and enforcement programs, the neighborhood will strengthen. Good property upkeep, quality parks, engaged residents, and a low crime rate are also seen as contributors to success. Redevelopment options are possible closer to downtown while single family areas located south of Jefferson Street and Gilbert Avenue are to be preserved. Current and future State Street and Graham Avenue reconstruction projects are opportunities to better accommodate all mobility users.

This plan’s timeframe covers 10 to 15 years. Many decisions made during this period will impact the neighborhood well beyond. The policies and content that follow should be consulted upon in decision-making matters, whether in official City business or of the Third Ward Neighborhood Association. The plan also provides background and direction to the private sector on development expectations.

Plan’s Major Goals

- 1) **Reduce Parking Congestion**
- 2) **Provide Quality Housing for All**
- 3) **Promote Ownership**
- 4) **Preserve History**
- 5) **Channel Growth near Downtown**
- 6) **Redevelop Appropriately**
- 7) **Complete Streets – State Street**
- 8) **Enhance Parks**
- 9) **Proactive Code Enforcement**
- 10) **Prevent Crime**
- 11) **Engage Residents**

Third Ward Neighborhood Plan



Maintain Current Campus Boundaries Within Neigh.

Support Redevelopment in this Area Consistent With Comprehensive Plan

Consider Pedestrian & Bicycle Improvements When Reconstructed

Consider Residential Parking Permit Program & Maintain Existing Low Density Zoning

Consider Eco-Friendly Improvements

Reconstruct State St Following Complete Street Standards

Support Neigh. Commercial Center

Enhance Demmler Park



Overview of Recommendations

Map 1



INTRODUCTION

Purpose & Need

This plan updates the original 2001 plan for the Third Ward Neighborhood. A number of persistent issues involving housing upkeep, conversions to rental and parking problems remain so the Third Ward Neighborhood Association requested that the plan be updated.

Neighborhood plans are created to plan for existing and future land uses in an orderly and harmonious manner so as to promote people's health, safety and general welfare. These plans have traditionally focused on maintaining and improving the city's older residential neighborhoods where the need is more evident. Plans are focused on a place's physical components but social and economic factors are also important considerations.

A neighborhood plan has a twofold purpose:

- Advance the goals and aims of a unique neighborhood
- Advance the goals and aims of the larger community

This second purpose speaks to the fact that a neighborhood plan should be consistent with the City's other plans, mainly the *Comprehensive Plan*. If the plan deviates in some particular matter, amendments should be pursued to reconcile differences.



In the 2015 *Comprehensive Plan*, Eau Claire's central neighborhoods received special attention with a separate chapter¹. It recognized that these older places are great assets and should be improved while leveraging their strategic location. A subsequent stakeholder public planning effort produced the *Eau Claire Neighborhood Revitalization Task Force Report*.² This neighborhood plan update incorporates recommendations and policies in both of these documents. It also seeks close alignment with these and other chapters of the *Comprehensive Plan* so as to be clear about development expectations for both the public and private sector. Where there are recommendations in this plan contrary to existing plans, they are so noted.

Plan Authority

Approved neighborhood plans become part of the City's *Comprehensive Plan*, as an adopted neighborhood element. Thus, the neighborhood plan has legal authority as an official guide for decision-making. They are regularly consulted upon by the Planning Division, other City departments, Plan Commission and City Council to help determine imminent and long term land use and infrastructure

¹ *Eau Claire Comprehensive Plan 2015 – Neighborhood and Districts Plan*. Retrieved March 6, 2019 at <http://eauclairewi.gov/home/showdocument?id=10521>

² *Eau Claire Neighborhood Revitalization Task Force Report*. Retrieved March 6, 2019 at <http://eauclairewi.gov/home/showdocument?id=14808>

decisions. Neighborhood associations also use the plan as their guide for building a better quality of life and for steering responses to development proposals.

Those who need to be committed to this ongoing effort are many, but the City and Neighborhood Association are leading actors. They shall be focused on fulfilling the plan's objectives while working with stakeholders. This Third Ward plan update is meant to guide the neighborhood for the next ten to fifteen years, with expectations that the changes will last well beyond that timeframe.

Origins

Starting in the late 1970's, Eau Claire citizens began organizing to form neighborhood associations to address common needs like deteriorated housing and lack of investment. They sought means to improve these and other conditions. This led to cooperative efforts starting in 1978 with the City to address problems and make improvements. One of the most effective tools has been the neighborhood plan. The City of Eau Claire's Community Development Department – Planning Division provides this planning service working closely with neighborhood associations.

The Third Ward Neighborhood has had nearly 40 years of neighborhood planning. This document represents the second version of the neighborhood plan. The following is background copy from the original 2001 plan and how it developed.

“In the fall of 1998, the Third Ward Neighborhood Association requested the City Plan Commission work with the neighborhood in the preparation of a neighborhood plan as provided in the City's Comprehensive Plan. This request was in response to concerns neighborhood residents had about a number of issues that they felt were resulting in a decline in the quality and character of the Third Ward.

These concerns date back to the late 1970's when in response to changes that were occurring in the neighborhood, residents of the Third Ward organized the Third Ward Neighborhood Association. Numerous issues were identified at that time, however, the primary concerns of residents included:

- Conversion of single family homes to rental properties.
- Conversion of single family homes to multiple family housing.
- Rental property upkeep.
- University student parking on neighborhood streets.
- Traffic circulation and safety issues.
- The status of Park Elementary School.

In December 1981, the Neighborhood Association first requested assistance in preparing a neighborhood plan to address concerns. The plan was developed during 1982 and the first half of 1983 with the neighborhood and City holding a series of meetings to obtain public input for the plan. Work on the plan ceased in September of 1983 due to issues that were not resolved between the association and the City.

The majority of these issues remained the focus of residents of the Third Ward Neighborhood. Therefore, with renewed energy, in 1998 the Neighborhood Association requested work to begin on a

new plan for the neighborhood. Since 1983, several changes or transitions have occurred in the neighborhood which should be noted. These include:

- Park Elementary School was closed in 1998 and children in the neighborhood were bused to Manz Elementary School. (Children now attend Lake Shore Elementary)
- In 1996, the City with the assistance of the neighborhood association purchased the Demmler property and relocated the neighborhood playground to this site from the Kappus site.
- The Intensified Housing Enforcement Program was created in 1983 and administered by the City/County Health Department to address deteriorated housing conditions through-out most of the central neighborhoods of the City. A Code Enforcement Officer position was also created in 1989 within the City's Inspection Services Division to assist in City related code enforcement issues.
- In 1993, the City's 100 Year Floodplain was re-evaluated by the DNR which resulted in the removal of virtually all the homes in the neighborhood from the floodplain. Prior to this date, nearly 40 percent of the dwellings in the neighborhood were within the floodplain which placed severe limitations on changes and modifications that could be made to a structure.
- In 1998, the City and University entered into an agreement to provide free bus service for UWEC students. This service has been well received by students and may result in less commuting traffic to the campus.
- In 1998, State Street was reconstructed from Summit Avenue south to Garfield Avenue. This section of the street was widened from three to four lanes.
- The University started construction of a new residence hall on the upper campus that was completed in the fall of 2000. The residence hall includes 80 apartment units and accommodates 320 students. The construction of this building away from the campus's adjacent neighborhoods enables those neighborhoods to maintain their existing housing stock.
- The City completed a comprehensive revision of its zoning ordinance in 1990. The revision included changes that now require approval of a conditional use permit for the conversion of a single family dwelling into a duplex. In addition, in 1998, an amendment was made to require site plan approval for any new duplex and changes were made to the parking requirements for new boarding/lodging dwellings."

During the fall of 1998, the Neighborhood Association formed a fourteen-member steering committee to serve as a focus group to assist in providing neighborhood input in the preparation of the plan. The neighborhood was divided into eight sectors and the committee members were selected from each sub-area to ensure representation from the different portions of the neighborhood. After a survey was mailed to seek feedback, and meetings held with City staff and other representatives, the plan was developed with its specific strategies addressing the issues. The plan was then approved by the City in early 2001.

Progress

Several recommendations from the 2001 plan have occurred.

- A down-zoning from R-2 duplex to R-1 single family of the neighborhood's mid-section helped to preserve low-density land use and ownership opportunities.
- The Historic Preservation National Register District was enlarged by several blocks with more opt-in properties.
- The University of Wisconsin - Eau Claire's (UWEC) campus did not encroach farther into the neighborhood.
- A new housing inspection and rental registration program was launched in 2018.
- Water Street Bridge, Summit Avenue, and Thorp Commons were reconstructed and enhanced with walking and biking infrastructure.
- More parking reduction measures were added such as no parking 8 feet from driveways and signs restricting parking in various street segments.

Despite these changes, there remain concerns about parking problems, aging housing, striking balance between home ownership and rental opportunities, and UWEC's growth impacting the neighborhood.

Update Process

A plan update request was filed by the Third Ward Neighborhood Association in 2017. The City's Plan Commission concurred that Third Ward Neighborhood Plan should be updated. A specific Plan Update Steering Committee was formed by the association to provide input to the City. Planning staff met with this committee five times to formulate the update. The planning process kicked-off in September 2017 with the first meeting learning about current neighborhood demographics and background. The November meeting was to review progress of the existing plan, current zoning and identify issues related to land use, transportation, public services, and quality of life. Public engagement opportunities were also outlined. The March 2018 meeting was to learn about UWEC's campus and housing plans and discussion took place about student parking congestion.

An online neighborhood survey notice was then mailed to all owners and renters in the Third Ward to get feedback on a variety of issues and opportunities. In conjunction with this, staff held two "coffee chats" at a local coffee shop in the neighborhood to obtain more input. In August, the committee reviewed the results of the survey and began to formulate solutions to the issues identified by the public.

***Well kept "Americana"
neighborhood with a lot of
neighborhood pride***

(Resident comment from Third Ward survey)

Extensive outreach was also done to gather neighborhood input on the State Street reconstruction project over the fall of 2018 and winter of 2019. Efforts were made in the form of staff attending Neighborhood Association meetings, providing four walk audits, and a number of open houses to discuss design concerns and alternatives.

In March 2019, the Plan Update Steering Committee reviewed a draft of the plan update and recommended various revisions. The City’s Plan Commission then reviewed the draft and provided direction. Staff met with the Neighborhood Association further in June and July to incorporate additional feedback. The Third Ward Neighborhood Association’s Steering Committee formally voted on the plan on August 14th and recommended approval. After a public hearing on September 16th, the Plan Commission directed the neighborhood to meet with UWEC to find solutions on issues raised by the university. The two parties met on October 23rd and agreed to several compromises. The Third Ward Association’s Steering Committee considered the amendments on December 11th and then approved the plan. Revisions were brought back to the Plan Commission on January 6, 2020 for a second public hearing before they approved the plan. The City Council held its public hearing on January 13th and adopted the plan on January 14th.

This plan update is organized into three main chapters: Neighborhood Profile, Planning Issues and Improvement Strategies. The plan is designed to build upon the original plan. That plan is still useful in understanding the issues that led to its formation. Going forward, this update will guide the neighborhood so that reinvestment in its many ways will continue to improve the Third Ward.



I. Neighborhood Profile



NEIGHBORHOOD PROFILE

This chapter includes background on the Third Ward Neighborhood, the place and its people.

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Description

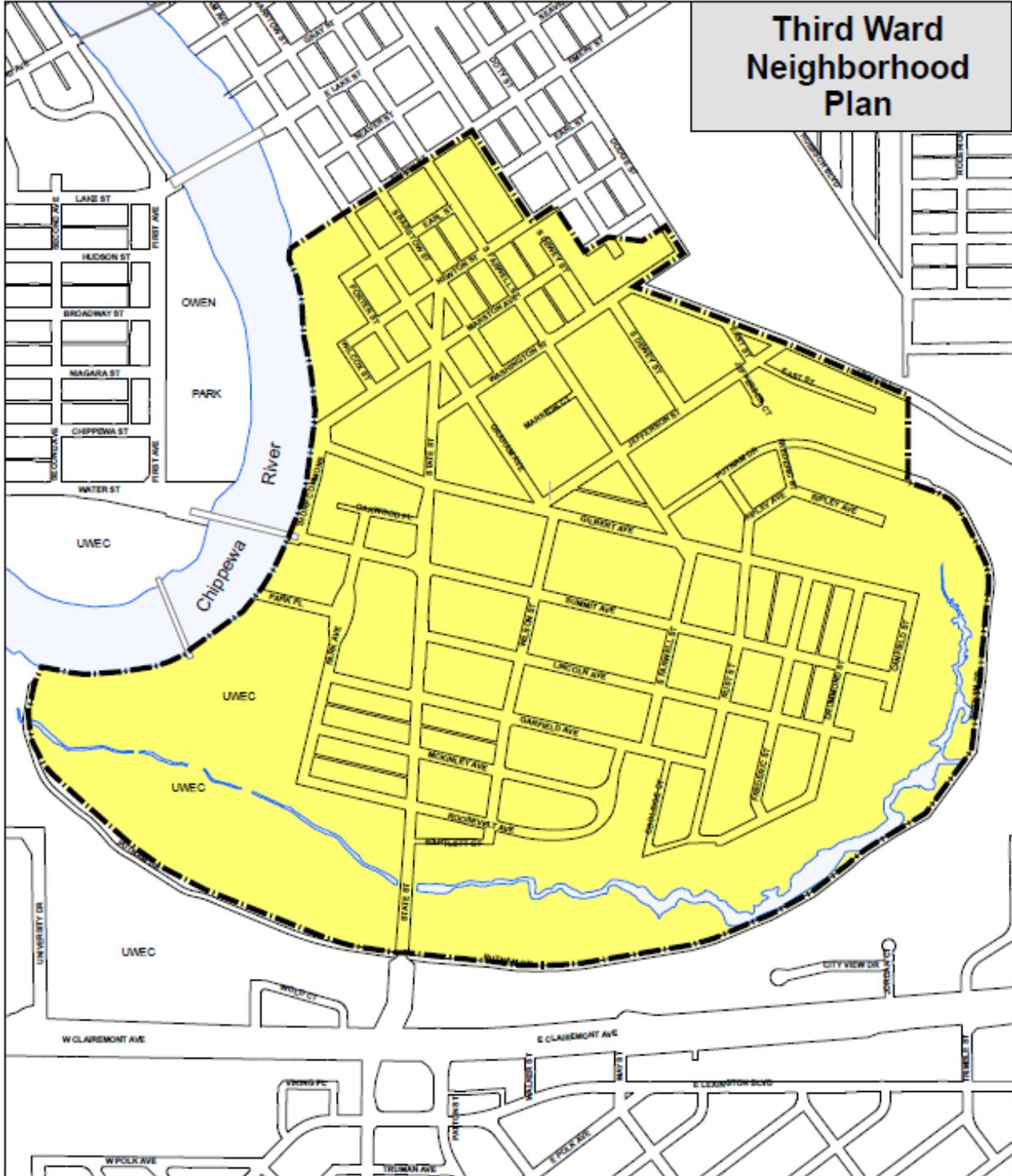
The Third Ward Neighborhood is roughly 0.63 square miles of the city. It is a predominately residential neighborhood bordered by Eau Claire's Central Business District to the north. It is bounded by Emery Street to the north, Harding Avenue and Dewey Street to the east, Putnam Park to the south and by the Chippewa River to the west. The neighborhood contains 56 blocks. Its layout parallels the river and is comprised of averaged sized gridiron blocks with sidewalks and some alleys. Major streets serving the neighborhood are Farwell Street, Barstow Street, Washington Street, Harding Avenue, State Street, and Summit Avenue. A number of bus routes touch or run through the Third Ward.

The neighborhood primarily contains a mixture of late 19th century and early 20th century homes which display a rich diversity of style and scale. It also includes a variety of housing types ranging from single family dwellings to multiple family housing. The majority of multiple family housing is located to the north of Washington Street. There are also some large beautiful mansions.

The University of Wisconsin – Eau Claire has a major college campus presence in the southwest area of the neighborhood. There are four parks - Wilson Park, Putnam Park, Demmler Park and Kappus Park. A small commercial niche remains along the north side of Washington Street between Farwell and Dewey streets. There are no schools and only one faith-based facility, The Ecumenical Religious Center. Young school-aged children go to Lakeshore Elementary in the Historic Randall Park Neighborhood.



Third Ward Neighborhood Plan



Neighborhood Boundary

Map 1

Neighborhood Boundary



**Third Ward
Neighborhood
Plan**



Context Aerial

Map 2



Neighborhood
Boundary



Natural Setting

Occupying ancient alluvial river floodplain, the Third Ward’s character is derived by the distinctive and beautiful natural environment that surround the neighborhood. The back-drop of Putnam Park serves as one of the defining features of the neighborhood. This natural wildlife and scenic area totaling 230 acres envelops the southern and eastern flanks of the neighborhood. Spring-fed Little Niagara Creek flows peacefully through its marshy oxbow channel. Roughly half of Putnam Park is a designated as a Wisconsin State Natural Area. It was donated in 1909 to the City by lumberman Henry C. Putnam. He deeded the property so that it would remain in a natural condition and serve as a botanical laboratory. In 1957 ownership was transferred to the University of Wisconsin – Eau Claire. Its Putnam Park Commission currently oversees management. Not to be out-done, the splendid Chippewa River defines the western edge of the neighborhood. The scenic beauty and ever changing character of the Chippewa River lends its ambience to the neighborhood.



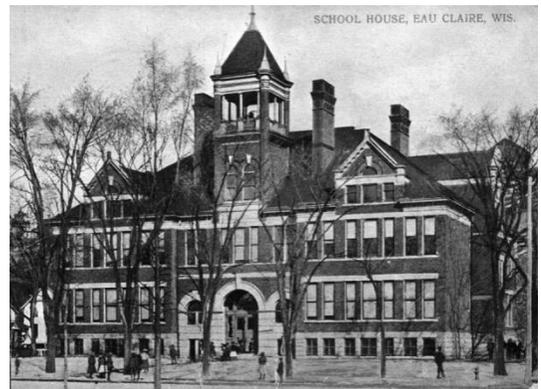
History

The Third Ward Neighborhood was initially the home of early settlers and successful businessmen such as Henry Putnam, Joseph Thorp and John Owen who built their mansion-like homes in the 1870's overlooking the Chippewa River. Although these homes are no longer standing, a number of equally outstanding Queen Anne, Georgian Revival and Colonial Revival homes were constructed in the northwest portion of the neighborhood near the end of the 19th century by other business and industrial leaders of the community.

During the succeeding years of the early 20th century, the Third Ward expanded to the east and south to the edge of Putnam Park. These homes although somewhat more modest than the Queen Anne homes built in Oakwood Reserve section, still are very impressive and provide an assortment of inspired styles and designs which have long made the Third Ward an attractive and desirable place to live. These homes built in the early 20th century include varying designs of Colonial Revival, American Foursquare, Tudor Revival, Bungalow, Front and Side Gable and Prairie School. No other neighborhood in Eau Claire has quite the variety in housing styles and types as the Third Ward.

In 1914, development began of the State Normal School to the west of the neighborhood. In time it became University of Wisconsin – Eau Claire and expanded its footprint eastward. Today, UWEC is an integral part of the neighborhood and its academic presence has added to the charm and unique character of the Third Ward.

Bygone images of Third Ward Neighborhood from the Chippewa Valley Museum. From top to bottom: Lower eastside from bluff looking towards Little Niagara Creek, 1870. Third Ward School Building, 1910. Street Railway in Putnam Park, approx. 1895 - 1905. Construction of State St. arch bridge on Putnam Drive and view of Third Ward and driving park, 1913.



Neighborhood Association

Community development is more than just physical improvement. Outward success can be a manifestation of what relationships accomplished. Stable and supportive social settings, whether at the household or neighborhood level, are foundational. Neighborhood champions are also vital. The Third Ward has much reason to be proud of their neighborhood and has had an active neighborhood association for decades.

The Third Ward Neighborhood Association has regular meetings on a monthly basis and an annual meeting in the fall. The annual meeting is a chance to get more residents involved by appealing to a broad range of topics. There are elected positions and terms per the association's bylaws. The business of the association deals with anything relevant to the collective good in the Third Ward. Issues of housing upkeep, parking congestion, and rental problems are common on the agenda. They also are active in reviewing new developments and providing recommendations to the City's Plan Commission and City Council. The association also promotes social gatherings and neighborhood projects such as block parties and its community garden at Demmler Park.

The association appointed individuals to represent the Third Ward on a Plan Update Steering Committee to revise the neighborhood plan. City staff worked with them to create this plan and the association will be focused on implementing the plan moving forward.

The need to sustain and support the association is always present since it is made up of volunteers. Some needs are improving civic engagement, attracting new members, sponsoring meaningful activities and fundraising for projects. Federal Community Development Block Grant (CBDG) dollars for neighborhood associations in the city are currently very meager. Outside funding and new ways of partnering with others who may have a stake in the neighborhood has become increasingly necessary. Ideas to support the ongoing need of leadership, funding, and participation in meetings and events are addressed in the Improvement Strategies Chapter.



General Demographics

Factors that shape a neighborhood are complex. There is a constant interweaving of forces, from biological and environmental to cultural and economic. These influence and affect a neighborhood and its given population over time. They also produce a certain identity that can change. This section addresses important factors such as population, gender, age, race, family size, households, housing, education, employment, and income.³ The following is a snapshot of the people who live in the Third Ward Neighborhood.

Table 1 shows a summary of various key demographic attributes of the neighborhood. For reference, the neighborhood in 1980 had a census population of 3,591 and 3,321 in 2000. After a 2010 dip, the 2018 population estimate shows that the Third Ward appears to be growing again. The same pattern remains true for household counts and number of families. The median age is relatively low for the city as a whole due to many college students living in the neighborhood.

Table 1. Overview	2010 Census	2018 Estimate	2023 Forecast
Population	3,193	3,370	3,475
Households	1,190	1,258	1,306
Families	390	398	407
Average Household Size	2.21	2.22	2.22
Owner Occupied Housing Units	459	447	484
Renter Occupied Housing Units	731	811	821
Median Age	24.3	24.5	24.8

Source: U.S. Census Decennial & American Community Survey, ESRI Community Analyst

Age

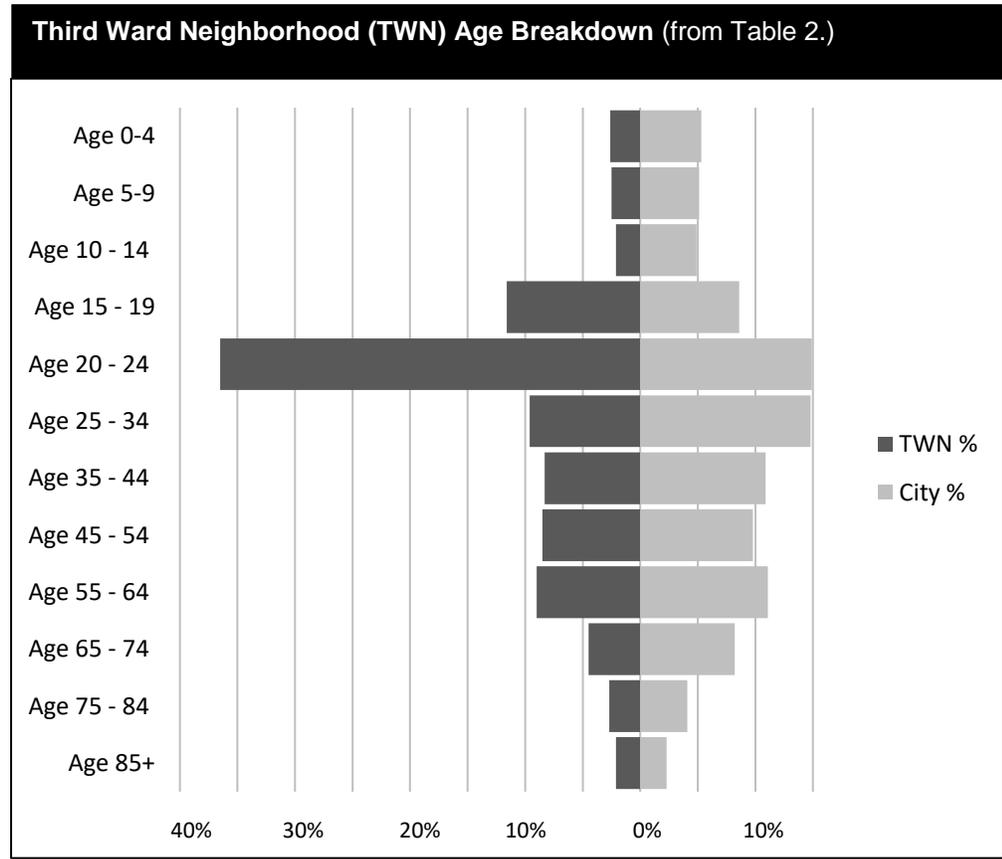
Population by age shows the neighborhood is younger than the city-wide profile. There are university dorms and college students renting from landlords in the neighborhood. Table 2 and the population pyramid on the next page illustrate this major difference. Census data from 2018 shows the 20-24 year old segment is the largest at 36.5%. This affects the younger 24.5 median age of the Third Ward compared to 32.2 for the city.



³ Third Ward Neighborhood boundaries do not exactly match U.S. Census Tracts 11.01 and 11.02 boundaries. In comparing the original Third Ward Neighborhood Plan with census data extracted using current technology (Community Analyst software from ESRI, Inc.) minor differences were found. Community Analyst was relied upon primarily because it utilizes algorithms to more precisely align demographic information with actual neighborhood boundaries. City Assessing data was used when possible as a comparison tool, and in some cases the accuracy was believed to be better. This was true for housing tenure over Community Analyst's data.

Table 2. Age 2018	Third Ward Estimate	Third Ward Percent	City-Wide Estimate	City-Wide Percent
Age 0-4	82	2.6%	3,685	5.3%
Age 5-9	80	2.5%	3,526	5.1%
Age 10 - 14	68	2.1%	3,409	4.9%
Age 15 - 19	372	11.6%	5,967	8.6%
Age 20 - 24	1,165	36.5%	10,302	14.9%
Age 25 - 34	308	9.6%	10,203	14.8%
Age 35 - 44	265	8.3%	7,533	10.9%
Age 45 - 54	273	8.5%	6,804	9.8%
Age 55 - 64	286	9.0%	7,667	11.1%
Age 65 - 74	144	4.5%	5,636	8.2%
Age 75 - 84	85	2.7%	2,827	4.1%
Age 85+	66	2.1%	1,575	2.3%
Total	3,193	100%	69,134	100%
Median Age	24.5	-	32.2	-

Source: U.S. Census Decennial & American Community Survey, ESRI Community Analyst



Households

Table 3 captures the 2018 estimated number of households and average size.

Table 3.	2010	2018	2023
Households	Census	Estimate	Forecast
Households	1,190	1,258	1,306
Avg. Household Size	2.21	2.22	2.22
Source: U.S. Census Decennial & American Community Survey, ESRI Community Analyst			

The 2010 Census householder profile for Third Ward revealed more single persons and non-family households compared to city totals. The householder composition is less symbolic of the traditional family unit as there were less married husband-wife families.

Table 4.	Third Ward	Third Ward	City-wide	City-wide
Households by Type 2010	Number	Percent	Number	Percent
Total	1,190	100%	26,832	100%
Households with 1 Person	464	39.0%	8,327	31.0%
Households with 2+ People	726	61.0%	18,505	69.0%
Family Households	390	32.8%	14,574	54.3%
Husband-wife Families	322	27.1%	10,996	40.9%
With Own Children	114	9.6%	4,212	15.7%
Other Family (No Spouse Present)	68	5.7%	3,608	13.4%
With Own Children	30	2.5%	2,225	8.3%
Nonfamily Households	336	28.2%	3,931	14.7%
All Households with Children	147	12.4%	6,863	25.6%
Multigenerational Households	2	0.2%	397	1.5%
Unmarried Partner Households	73	6.1%	2,259	8.4%
Male-female	63	5.3%	2,120	7.9%
Same-sex	10	0.8%	139	0.5%
Average Household Size	2.21	-	2.29	-
Source: U.S. Census Decennial & American Community Survey, ESRI Community Analyst				

Race & Ethnicity

Table 5 on the following page shows the 2018 Caucasian or white population makes up the largest percent at 92.5% but this is projected to lower to 91.2% by 2023. The Asian and Hispanic origin populations are expected to continue to grow from 2.5% to 3.0% and 1.8% to 2.3% between 2018 and 2023.

Table 5. 2018 Race & Ethnicity	Third Ward Estimate	Third Ward Percent	City-wide Estimate	City-wide Percent
White Alone	3,119	92.5%	61,735	89.3%
Black Alone	41	1.2%	917	1.3%
Native American	42	1.2%	421	0.6%
Asian Alone	84	2.5%	3,964	5.7%
Pacific Islander	0	0%	63	0.1%
Hispanic Origin	61	1.8%	1,804	2.6%
Some other Race Alone	21	0.6%	481	0.7%
Two or More Races	64	1.9%	1,553	2.2%

Source: U.S. Census Decennial & American Community Survey, ESRI Community Analyst

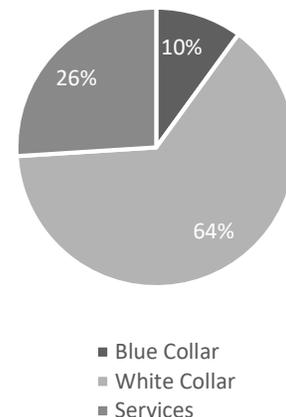
Employment

Professions in the Third Ward lean heavier towards white collar and service related jobs. American Community Survey Census data for 2018 shows 3% of the population are unemployed civilians over the age of 16. Of the 97% who are employed, 64% are in the white collar sector, 26% are in the service sector and 10% are in the blue collar sector.

Table 6. Employment by Occupation	2018 Age 16+
Total	1,859
White Collar	64.0%
Management/Business/Financial	9.7%
Professional	26.1%
Sales	12.8%
Administrative Support	15.3%
Services	25.9%
Blue Collar	10.1%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	1.0%
Installation/Maintenance/Repair	1.9%
Production	2.9%
Transportation/Material Moving	4.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. ESRI forecasts for 2018 and 2023. ESRI converted Census 2000 data into 2010 geography.

Occupations



Education

There are no primary or secondary schools in the neighborhood. The Eau Claire Area School District has open enrollment, but assigns Third Ward children to attend Lakeshore Elementary, DeLong Middle School and Memorial High School.

Of those who are 25 years old or older, data from 2018 shows that 1.6% have no high school diploma, 15.8% have a high school degree or equivalent, 17.2% have some college education, 6.7% have an

associate degree, while a majority at 57.6% have some level of college degree. At a 27.7% graduate and professional degree level, the Third Ward is over double the City-wide rate of 11.5%. This reflects the neighborhood's proximity to UWEC.

Table 7.	
Population by Education	2018 Age 25+
Total	1,563
Less than 9th Grade	1.0%
9th-12th Grade, No Diploma	1.6%
High School Graduate	11.9%
GED/Alternative Credential	3.9%
Some College, No Degree	17.2%
Associate Degree	6.7%
Bachelor's Degree	29.9%
Graduate/Professional Degree	27.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. ESRI forecasts for 2018 and 2023. ESRI converted Census 2000 data into 2010 geography.

Income

The neighborhood's per household income levels are below the city at-large. For 2018, city median household income was \$47,607, average household income was \$64,430, and per capita income was \$26,586 compared to what Table 8 identifies for Third Ward. With the high level of 20 to 24 years olds (i.e., college students), this lower income level can be better explained. Household income includes wage and salary earnings, interest dividends, rental income, pensions, Social Security and welfare payments, child support, and alimony. Per capita income represents the income received by all persons aged 15 years and over divided by the total population.

Table 8.	2018	2018
Households Income Profile	Number	Percent
Household	1,258	100%
<\$15,000	334	26.6%
\$15,000 - \$24,999	200	15.9%
\$25,000 - \$34,999	89	7.1%
\$35,000 - \$49,999	115	9.1%
\$50,000 - \$74,999	152	12.1%
\$75,000 - \$99,999	139	11.0%
\$100,000 - \$149,999	144	11.4%
\$150,000 - \$199,999	55	4.4%
\$200,000+	29	2.3%
Median Household Income	\$35,548	
Average Household Income	\$57,068	
Per Capita Income	\$23,204	

Source: U.S. Census Bureau, Census 2010 Summary File 1. ESRI forecasts for 2018 based on 2017 dollars.

Housing Units

The total housing unit count has been decreasing over the last several decades but appears to be growing again. New residential projects near downtown may have an influence on this trend.

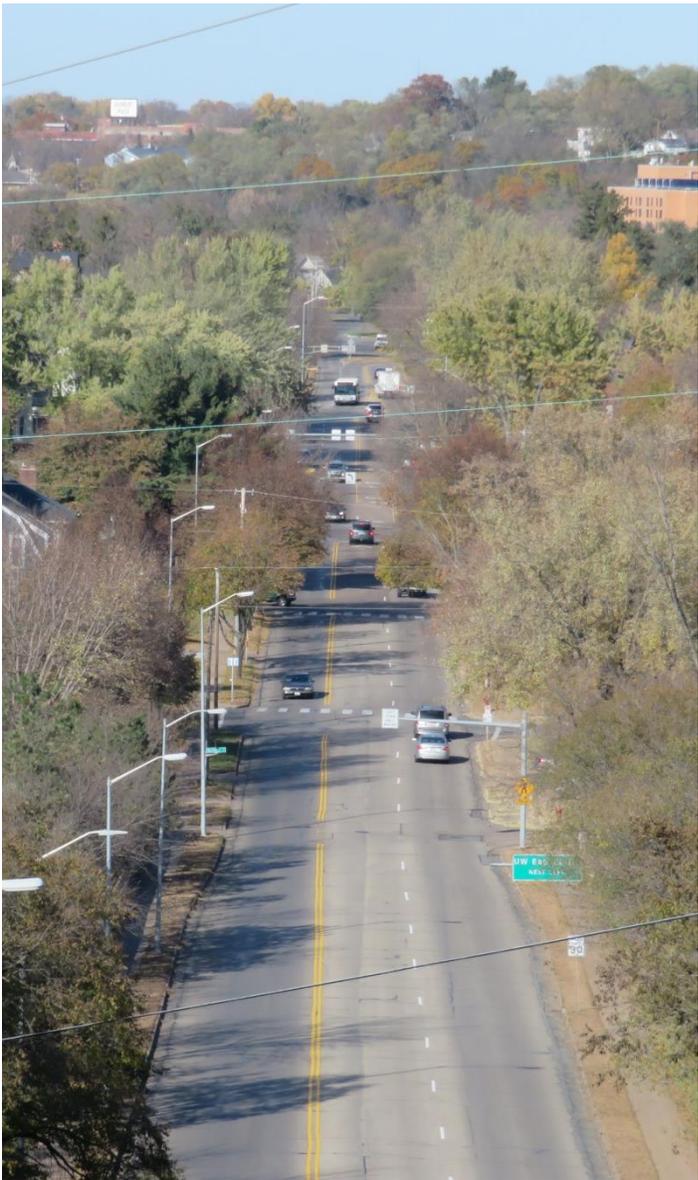
Table 9. Housing Units	1980	1990	2000	2010	2018	2023
Count	1,411	1,402	1,240	1,227	1,300	1,349
U.S. Census Bureau, Census 2010 Summary File 1. ESRI forecasts for 2018 and 2023. ESRI converted Census 2000 data into 2010 geography.						

The neighborhood has a good mix of housing choices with single family, duplexes, three plus unit buildings and apartments. Generally, the lowest density housing or single family homes are found in areas in the middle to the south of the Third Ward, whereas higher density housing is located to the north, closer to downtown. Not all vacant lots are available for development. There are situations where vacant lots may be owned by an adjacent owner to increase yard space.

Table 10. Housing Type	2017	Percent	Unit Counts
Single Family	599	75.0%	599
Duplex	130	16.0%	260
3+ Unit Buildings	41	5.0%	155
Apartments	13	1.5%	204
Vacant Lots	20	2.5%	0
Totals	803	100%	1,218
Source: City Assessing Data, 2017 (excludes exempt properties and commercially assessed)			



II. Planning Issues



PLANNING ISSUES

This chapter includes information related to the problems the neighborhood wants to address better.

Reference Pages			
Land Use	25	Housing Cost Burden	34
Zoning	25	Historic Properties	35
Community Facilities	29	Transportation	37
University of WI – Eau Claire	29	Crime	40
Housing Condition	30	Healthy Neighborhood	42
Nuisances	32	Sustainability	43
Housing Tenure	32	Flooding	44

Summary

Major issues the Third Ward Neighborhood faces provide good reason for undertaking a neighborhood plan. This second plan update demonstrates that there are long standing issues that need continuous attention. Aging housing is among the most apparent, but other issues identified by the neighborhood Plan Update Steering Committee are addressed in this chapter. The box on the right lists the issues succinctly. Taken collectively, issues produce a certain image to the public. While there are many positive attributes, the committee felt much work needs to be done to overcome some of the more detrimental issues such as providing quality housing and mitigating parking congestion. The neighborhood survey confirmed these two issues and many others. There were 1,372 survey notices mailed and 263 people took the online survey for a response rate of about 19%.

The issues addressed next are not just unique to the Third Ward, as other older inner-city neighborhoods face many of the same problems. The community recognizes this situation and the City’s 2015 *Comprehensive Plan* had a special chapter on older neighborhoods which prompted the formation of a Neighborhood Revitalization Task Force. Stakeholders produced a report outlining several recommendations and many of these ideas are incorporated into this plan.

Neighborhood Issues Identified

- Aging & blighted housing
- Property maintenance
- Code enforcement / nuisances
- Owner and renter imbalance
- Property management / absentee landlords
- Historic preservation
- UWEC growth
- Parking congestion
- State Street reconstruction
- Bicycle connections
- Park improvements
- Redevelopment
- Zoning conflicts
- Floodplain risk & costs
- Crime
- Health & sustainability
- Image & identity
- Neighborhood participation

Land Use

The City's 2015 *Comprehensive Plan's* Future Land Use Map (page 26) designates how property should be used in present decision-making and over time. The land use classifications in the map legend generally follow the neighborhood's existing land uses. The northern area in brown color should meet medium to high density residential needs since it is closer to downtown, while the the area in yellow color should meet mostly single family needs.

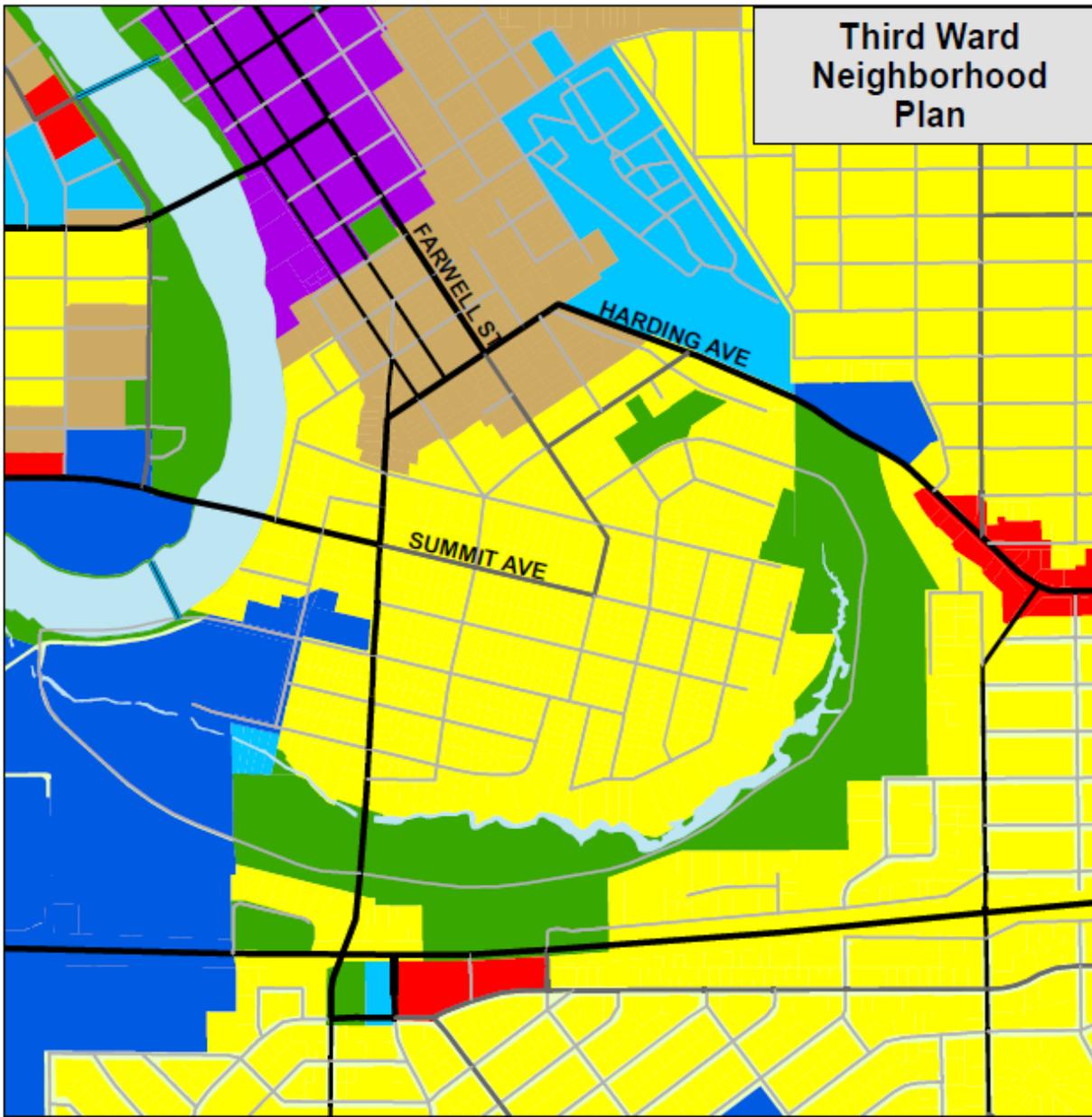
Actual existing land use of the Third Ward Neighborhood is illustrated in the map on page 27. It shows a mixture of residential dwellings, parks, and the presence of the University of Wisconsin – Eau Claire, some commercial in the northern section closer to downtown, and transportation routes. The bulk of properties are residential comprising single family, two-units or duplexes, 3-unit plus multi-family buildings and apartments. As the existing land use map indicates, the residential dwellings per parcel of some of the northern blocks is highly varied with single family houses, duplexes and smaller apartments all next to each other. Some of this housing is the oldest in the neighborhood. The neighborhood also experiences some land use conflicts with traffic and heavy on-street parking from the university.



Zoning

Zoning generally reflects the existing land use pattern though there are some inconsistencies in the northern section. The first neighborhood plan called for a down-zoning of the neighborhood. In 2002 areas of mainly R-2 district (two-family units) were down-zoned to R-1 district (one-family units). This was to reduce the conversion rate of single family houses into duplexes and try to stabilize homeowner levels in these areas. A recommended down-zoning to R-M district (Residential Mixed) of the northern section was not undertaken due to the amount of non-conformities it would create (e.g., numerous multi-family buildings not meeting lot size requirements). R-M includes a compatible mixture of single-family homes, two-family homes, townhomes, garden apartments, and small apartment buildings. As noted in the previous land use section, the City's *Comprehensive Plan* designated these areas for medium to high residential density. Thus, any future zoning to lower densities should be carefully studied first to understand the potential impacts.

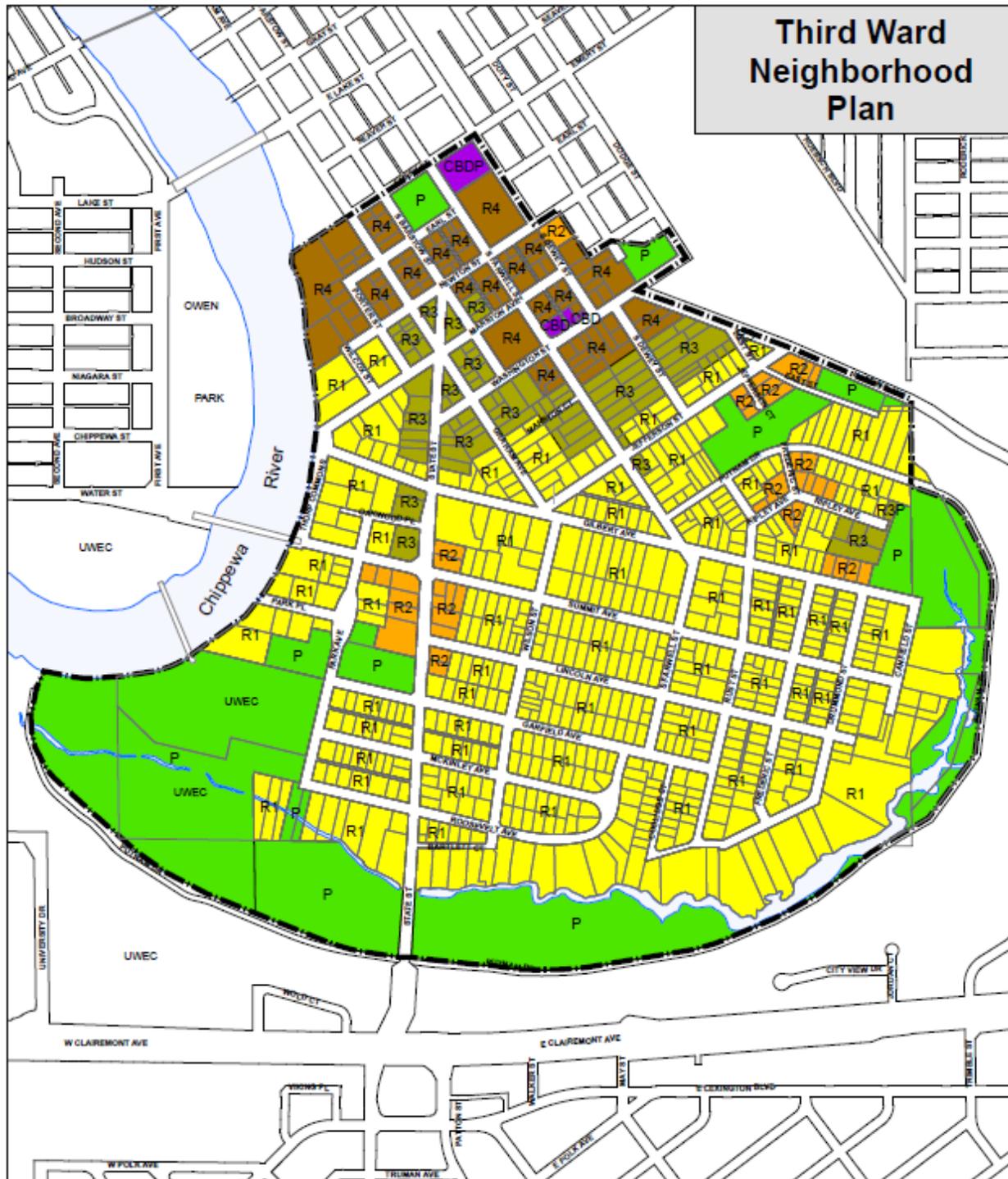
Third Ward Neighborhood Plan



Planned Land Use Third Ward & Vicinity MAP 4

- Low Density Housing
- Public Facility
- Medium & High Density Housing
- Airport
- Commercial
- Park
- Downtown
- Golf Course
- Industry
- Agriculture or Rural Housing
- Mixed Use
- 3 Mile Plat Review Boundary
- Sewer Service Area Boundary
- Eau Claire City Limits

Third Ward Neighborhood Plan



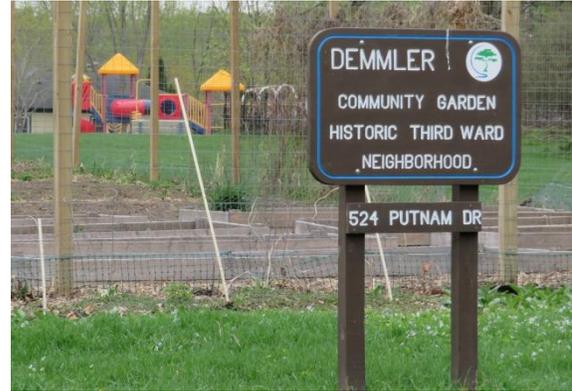
Zoning Map 3

	R-1		R-4
	R-2		CBD & CBDP
	R-3 & R-3P		PUBLIC



Community Facilities

There are several community facilities within the Third Ward. As noted on map 1, page 4 the most apparent are various parklands and the University of Wisconsin – Eau Claire. There are three City parks. Demmler Park is Third Ward’s neighborhood park with an enclosed pavilion shelter, playground, community gardens, ice rink and two play fields. With a high water table, Kappus Park is an undeveloped green space but poses an opportunity for considering some light-on-the-land environmental education improvements.



Wilson Park, on the edge of downtown, is a pleasant square with a fountain and areas to relax. Putnam Park is owned by the University, and as mentioned in the introduction, is a State Natural Area. The University provides gathering places on request for groups and the Third Ward Neighborhood Association often meets in one of the classroom buildings. There is an ecumenical religious center on campus but no other formal places of worship within the neighborhood. Additionally, there are no primary or secondary schools nor commercial daycares.

University of Wisconsin – Eau Claire

A major educational institution inside the neighborhood is the University of Wisconsin – Eau Claire. UWEC’s 2010-2030 master plan sets out an agenda to address several facility and land use issues that the Third Ward has keen interest in. This includes better addressing outdated classrooms space, the chronic shortage of student housing, parking problems, and creating a new visitor, admissions and alumni center. Improvements along the edges of the campus are meant to complement the neighborhood and add aesthetic value. University representatives have been engaging the Third Ward during this plan update and both would like to continue to work together on proposed improvements impacting the neighborhood. Generally, the Plan Update Steering Committee agreed that the University needs to better address on-street parking problems with the neighborhood and expand the campus footprint no farther than it is currently. Possible solutions to individual issues will be discussed in the Improvement Strategies chapter.



Housing Condition

The Third Ward has some of the oldest housing in the city, especially in the northern section with some structures dating to 1851. The average original construction date is approaching 100 years. Housing age and its ongoing deterioration will continue to be a major issue. Per City Assessment data, only two new structures were built after 2000. These were new single family homes. Part of the charm however in the Third Ward is the character that comes with age. Possible improvement situations will vary depending on individual conditions, but most of the neighborhood’s housing stock is worth preserving.

Housing Age	Count	%
Pre-1900	206	27%
1900 – Pre-1950	464	60%
Post 1950	97	13%
Average Yr. Built	1920	

Source: City Assessment Data non-exempt properties, 2017

If housing was originally built well and properly maintained, it may survive for hundreds of years. Replacement of certain components will be needed, perhaps multiple times, such as a new roof or siding to combat elements of weathering. Outward defective physical conditions like a sagging roof line or porch, curling shingles, broken windows, rotting wood siding, cracked or settled foundations, if not corrected, will eventually lead to structural problems. Interior lead paint and moisture issues can also raise health threats.

The Eau Claire City-County Health Department’s City Housing Inspection Program ensures that the city’s housing supply meets minimum health and safety standards for owner and rental properties (replaced the Intensified Housing Code Compliance Program). Since the original program was created in 1980, over 4,100 homes city-wide have been brought into compliance. The newer program utilizes a Residential Environmental Quality Assessment (REQA) exterior survey which provides a method of rapidly assessing the environmental quality of a given neighborhood. The survey is completed city-wide so that every residential dwelling is reviewed at least once every five years. This method provides a systematic approach to identify and upgrade sub-standard housing, eliminate health hazards such as lead paint, reduce accident hazards, and decrease the deterioration of individual homes and neighborhoods. If a property is identified for an inspection, the property owner or manager is notified to schedule an initial inspection of the property. After the initial inspection is completed, follow up actions are determined, if needed. The 2015 map on page 31 shows the outward defect rating for the low-income Census Tract within Third Ward. The larger tract of the neighborhood has not been surveyed since 2010, but a comprehensive re-evaluation will occur in the summer of 2019. The Health Department also responds to health and safety housing complaints and seeks to work with individual neighborhood associations to obtain input and help prioritize efforts as needed.



Average Defects	
	0 - 1.99
	2.00 - 2.99
	3.00 - 3.99
	4.00 - 4.99
	5.00 and higher

Date: 10/16/2018

Average Defects	Percent	Ranking
0 - 1.99	56	Excellent
2.00 - 2.99	20	Very good to good
3.00 - 3.99	17	Good to fair
4.00 - 4.99	5.9	Fair to poor
5.00 and higher	1.3	Poor to blighted

Map 7

Nuisances

Other property violations causing health, safety and image concerns have been identified by the Plan Update Steering Committee. Persistent problems are numerous: on-street parking congestion, noise, litter, improper outdoor storage of items such as garbage receptacles, trash, junked materials, old appliances, and inoperable motorized vehicles. Also of concern are too many waste haulers, tall grass and lack of shoveling snow off sidewalks. Snow accumulation in streets and alleys is a concern with safe passage. The City does not currently plow alleys due to limited resources. The Third Ward Neighborhood Association would like the City to provide this service because block-by-block coordination of private contractors is difficult. Alley condition is a lesser concern since the City Engineering Department has been improving alleys, but a few remain in poor shape.



The Health, Community Development, and Police departments all work with property owners and renters to correct violations. A few years ago, the City’s Code Enforcement position was restored to full-time status to better address problems. This staff person works with neighborhood associations. For example, upon request they can tour areas with the association’s leadership to identify code issues.

Housing Tenure

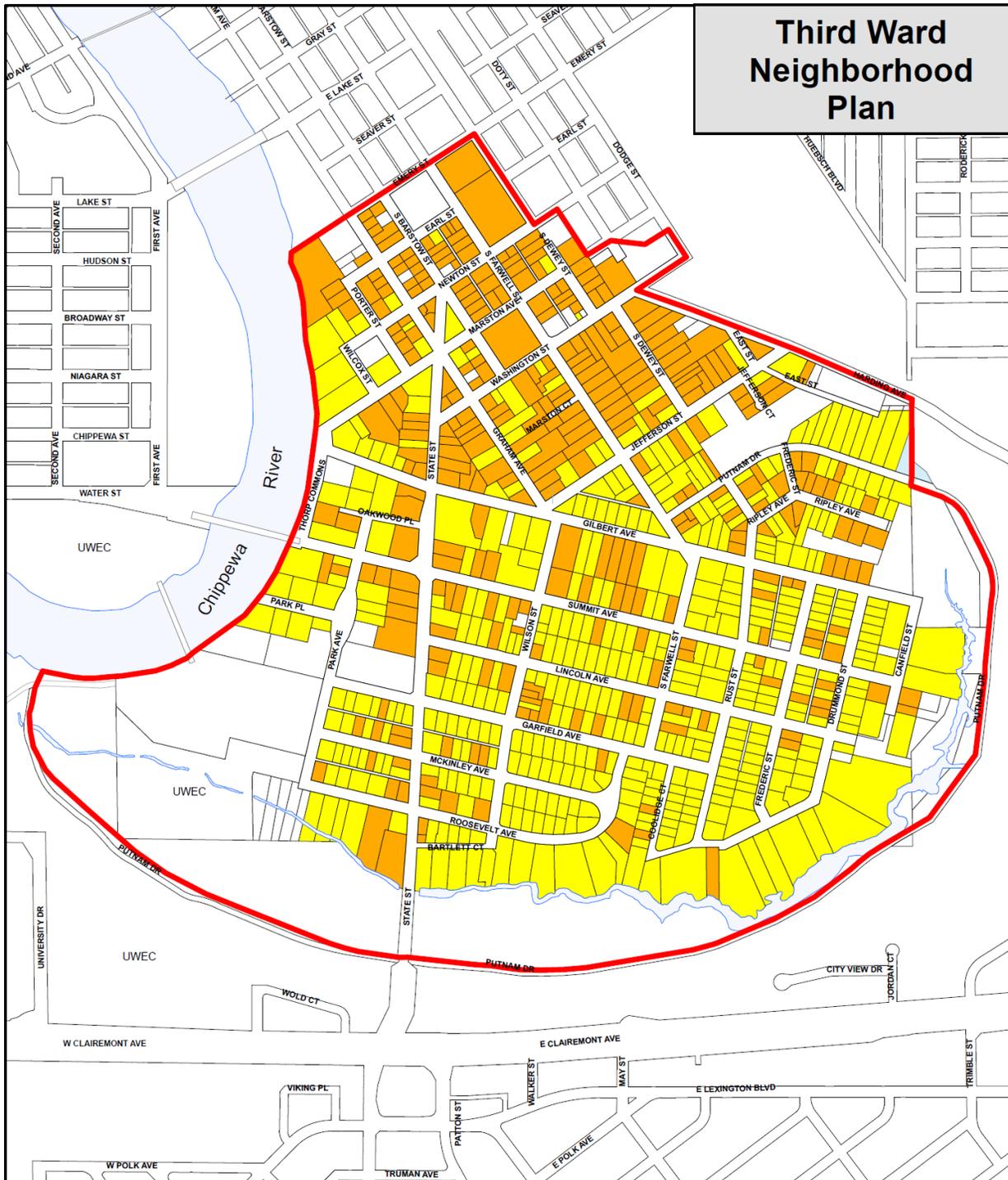
Housing tenure means the type of residential occupant, either owner or renter. Tenure change was well documented in the original neighborhood plan with appendix maps displaying owner decline from 1980 to 1999. In 1999 there were about 58% percent rentals and 39% owners. The greatest per block decline in home owners was near downtown and in the larger blocks immediately south of Washington St. These blocks contain more apartment buildings. In terms of overall neighborhood land area however, about 68% of the parcels were owner-occupied in 1999 versus 32% for rental parcels.

More recent City Assessing data shows the gap between renter and ownership rates has widened. Table 12 displays the differences. Caution should be used in forecast years since there is a margin of error. As shown in map 8, owner-occupied housing still represents a larger land area than rentals. This can be typical with rental unit density being greater per parcel than single family homes. While the City cannot restrict rentals outright, the Plan Update Steering Committee agreed that further homeowner lost is a major concern, in particular, within the existing areas of predominately owner-occupied houses.

	1999	2010	2017	2018*	2023*
Owner units	39.4%	37.4%	32.5%	34.4%	35.9%
Renter units	57.6%	59.6%	66.4%	62.4%	60.9%
Vacant	-	3.0%	-	3.2%	3.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. ESRI Community Analyst. *ESRI Forecasts for 2018 based on converted 2000 data and into 2010 geography. City Assessing Data for 1999 and 2017 and includes exempt units.

Third Ward Neighborhood Plan



Housing Tenure

Map 1

- Owner-occupied
(469 parcels)
- Renter-occupied
(322 parcels)
- Non-residential/vacant
(57 parcels)

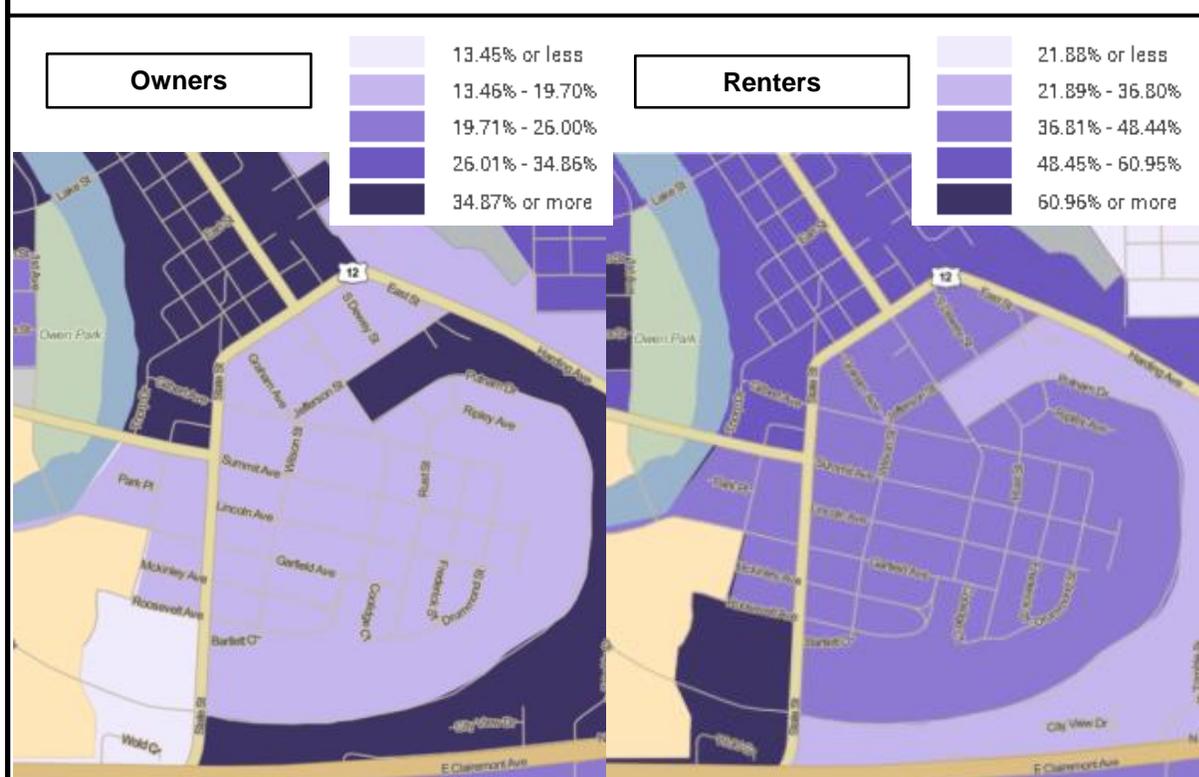
November, 2017



Housing Cost Burden

Over the last 40 years, the cost of housing has risen in the city. It increased up until the 2008 Great Recession and then dipped until the more recent rapid price growth. The 2015 *Comprehensive Plan* found the most significant housing problem in Eau Claire is the need for low cost housing units, especially with two or more bedrooms. Housing cost burden is a Federal rule-of-thumb in which 30% or more of household income is spent on housing costs. The idea is if more money goes towards housing less goes to other essentials like food, transportation and clothes. Housing cost burden disproportionately affects low-income households who start with less each month. The threshold is a useful benchmark in better estimating housing affordability in a neighborhood and seeing disparities between adjacent places. As the map shows, Third Ward's homeowners are less impacted than renters. The Plan Update Steering Committee had concern that this situation is not ideal in promoting neighborhood affordability. While this plan raises awareness within the neighborhood, it does not seek to solve these larger market concerns. The Chippewa Valley Regional Housing Task Force has produced recommendations for future consideration and these may serve to address the Third Ward's concerns.

Map 9. Percent of Owner & Renter Households who are Cost Burdened



Maps: Policy Map <https://www.policymap.com> Data: Census 2010, Block Group and American Community Survey 2013-17. Estimated percent of owner households for whom selected monthly owner costs are 30% or more of household income between 2013-2017. Owner housing costs include all mortgage principal payments, interest payments, real estate taxes, property insurance, homeowner fees, condo or coop fees and utilities. Percent of renter households for whom gross rent is 30% or more of household income between 2013-2017. Gross rent is the contract rent plus the estimated average monthly cost of utilities (electricity, gas, water and sewer) and fuels (oil, coal, kerosene, wood, etc.) if these are paid by the renter (or paid for the renter by someone else).

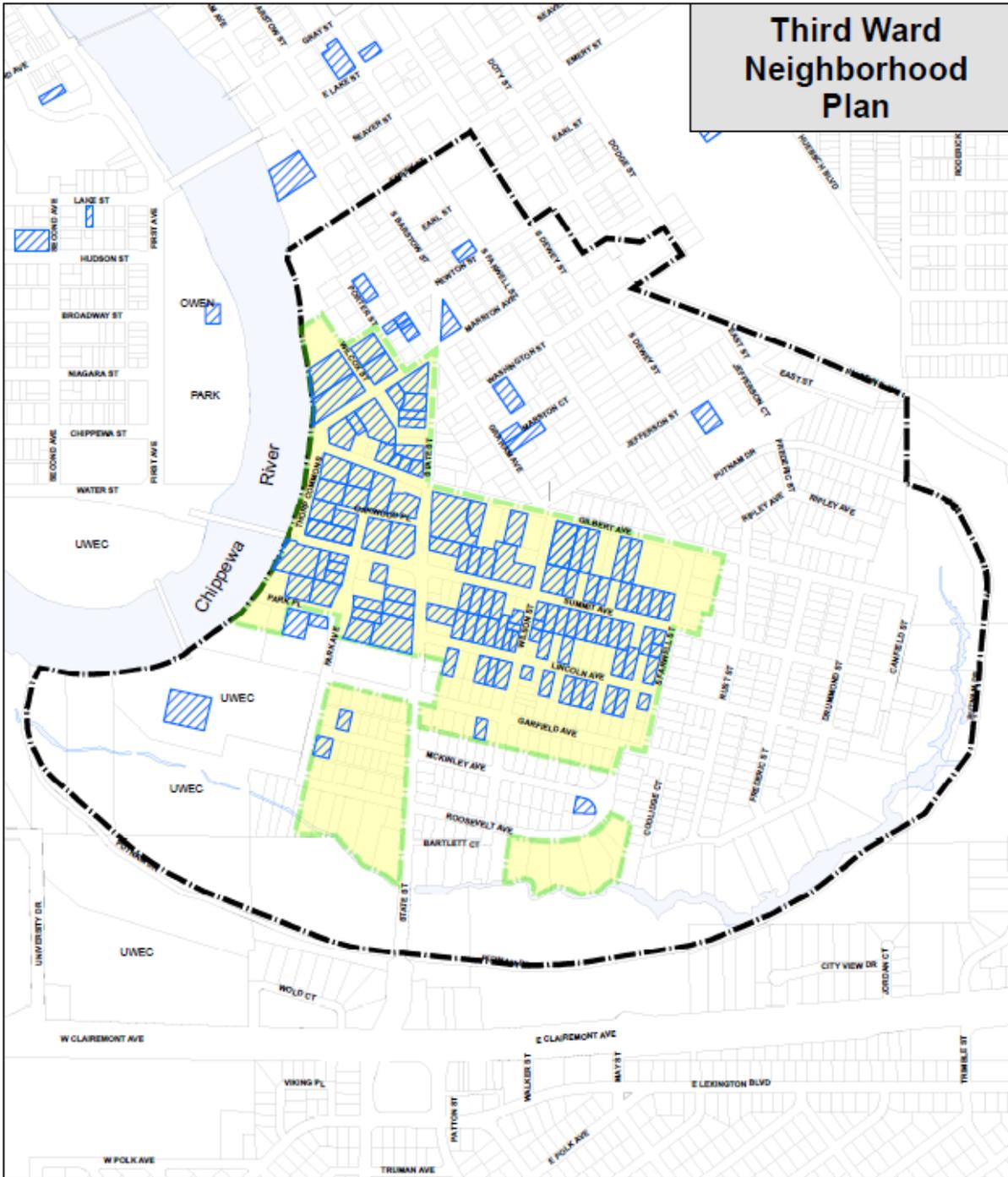
Historic Properties

The Third Ward Neighborhood contains the largest and best collection of mid-to-late 19th Century and early 20th Century architectural housing styles. Fine examples of architecture include Queen Anne, Colonial Revival, Georgian Revival, Gothic Revival, Italianate, Tudor, and Victorian Cottage. Outstanding individual houses are itemized in the City's Eau Claire Historic Preservation Guide.

Preserving these structures is important to retain their cultural and aesthetic value. In the past the City has conducted several Historic Intensive Surveys to identify individual properties and groups of structures that would be eligible for local, state or national registers. These surveys (the most recent completed in 1997) have identified two districts. The districts and collection of properties designated have grown since the last plan (see map 10), but there still remains eligible properties to include for one or more of the registers. Owners were given the chance to opt-out so it has proven difficult to designate some properties. For further detail consult the Third Ward Historic Landmark District Plan. This plan is incorporated herein but should be updated by the City's Landmarks Commission.



Third Ward Neighborhood Plan



Historic Resources

Map 5

- National Register Districts
- Locally Designated Properties



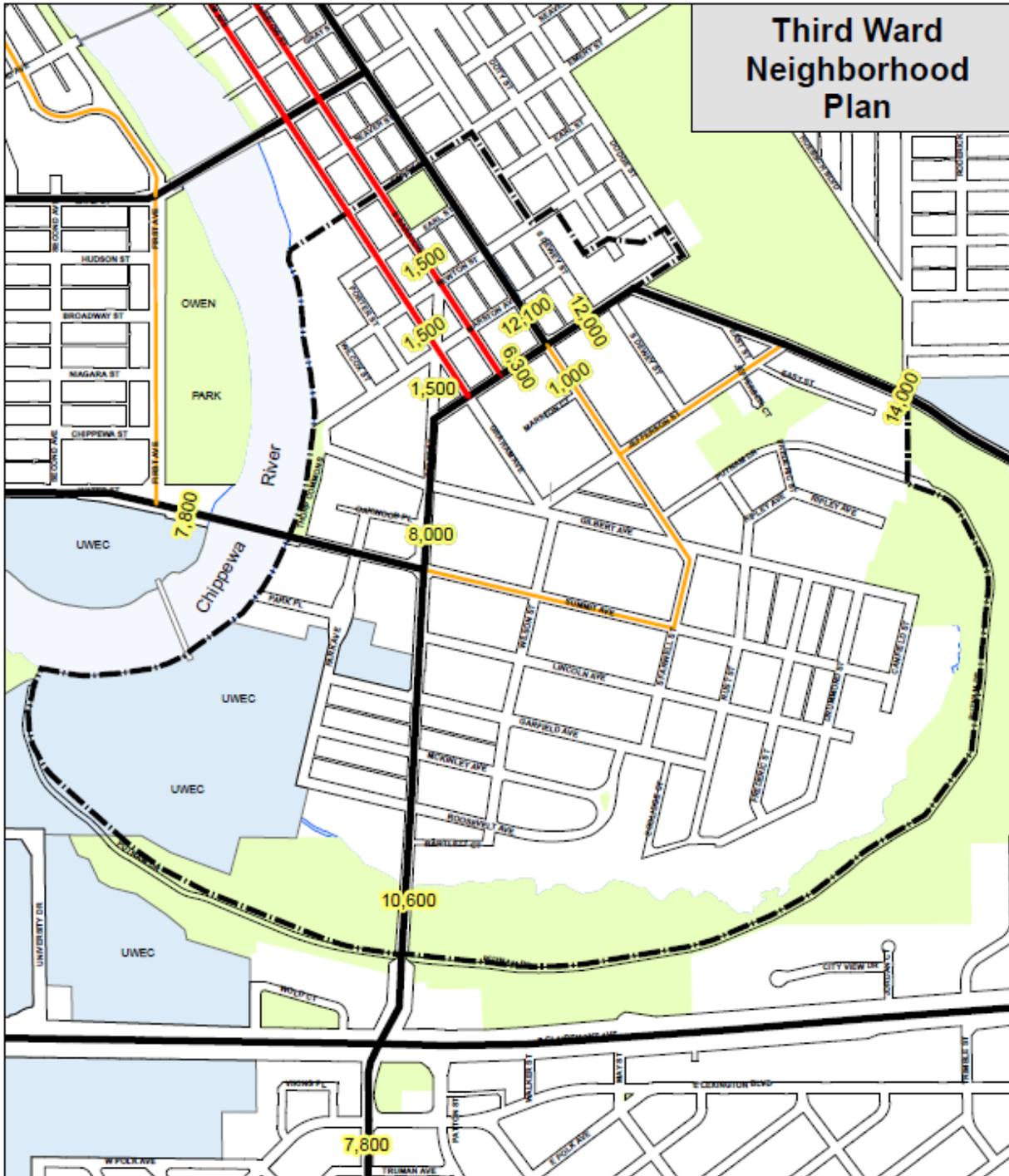
Transportation

The Third Ward is well served with adequate arterial transportation routes and a connecting local street grid. Several transit buses operate on the main corridors. Since the last plan, improvements have been made to various streets and alleys. Of most significance are Summit Avenue and Water Street Bridge, Harding to Jefferson Street up “Plank Street Hill” to Brackett Avenue, one-way to two-way conversions of Barstow and Graham streets, and Thorp Commons. This last example includes a low-speed design where pedestrians, bicyclists and vehicles all share the street. It also provides an amenity along the Chippewa River where people can relax on benches. Overall however, there remains serious on-going concerns about street design, traffic, transit, pedestrian safety, parking congestion and snow removal.

One of the most important street issues this plan addresses is State Street. In the summer and fall of 2019 a major portion of this road will be reconstructed. The project scope is from Garfield Avenue south into Putnam Heights Neighborhood, ending south of Hamilton Avenue. Extensive outreach was completed with the City holding meetings with the neighborhood association, project open houses for the public, and walk audits to gather input from transit users, pedestrians, bicyclists and persons with reduced mobility. The street design concept being applied is called “complete streets”, which tries to better accommodate different mobility users. As map 11 shows, with 10,600 average annual daily traffic levels, the street has capacity to handle vehicles with one main travel lane in each direction along with turn lanes and roundabouts. Narrowing the road from two lanes to one allows for greater pedestrian safety and bicycle lane enhancements. Thirty-year projections of 16,500 daily vehicles also did not warrant the need to maintain the existing two lanes of traffic.

Parking congestion was another important issue identified by the Plan Update Steering Committee. A large number of respondents in the neighborhood survey indicated the same. The chronic problem stems largely from university students, visitors and faculty using the neighborhood for free on-street parking since it is immediately adjacent to campus. University staff met with the committee to hear their concerns. The most common problems were property owners not being able to use on-street parking, routine accidents, lack of timely police enforcement and funding cuts to its program, failure in following snow removal protocols, and traffic circling for open parking spaces. A number of fixes have been employed with one-side parking zones and eight (8) foot white strips back from driveways to improve visibility, but this has only pushed student parking deeper into the neighborhood. Further, the different parking signs and laws is complicating expectations. The committee agreed that the University needs to take greater ownership of the problem and the City should also assist in an effective solution. The University recently undertook a parking evaluation to gather feedback and ideas from multiple stakeholders. Increasing bus frequency to and from campus was one suggestion as well as slightly expanding their Hibbard parking lot in 2020. This lot is often full during peak class periods. The Improvement Strategies on pages 67-73 list a range of possible solutions the University and City could consider.

Third Ward Neighborhood Plan





Street Classification

2017 Traffic Counts

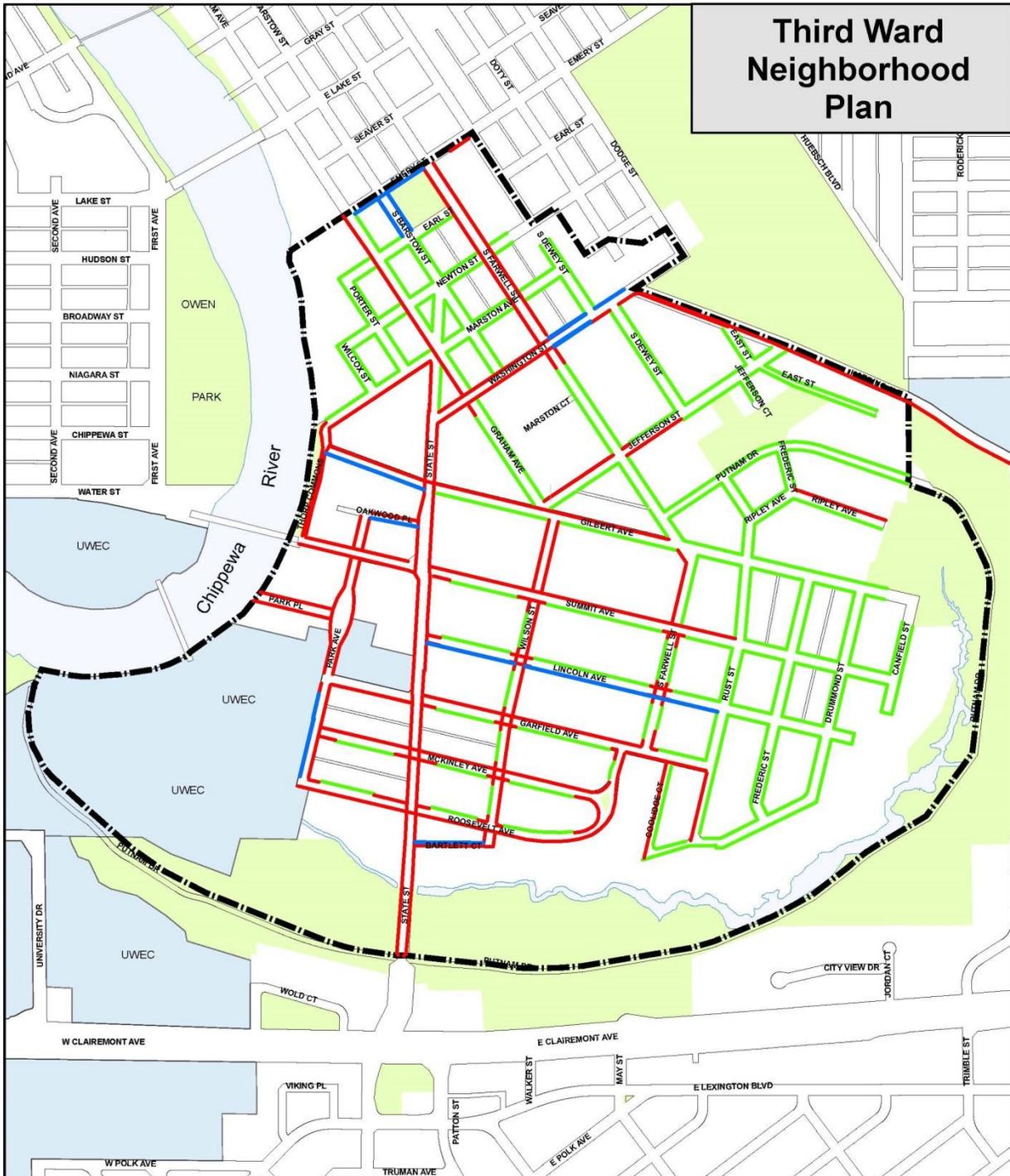
Map 4

- Collector
- Minor Arterial
- Principal Arterial

x,xxx 2017 AADT - WI DOT
(Average Annual Daily Traffic Counts)



Third Ward Neighborhood Plan



Parking Regulations Map 5



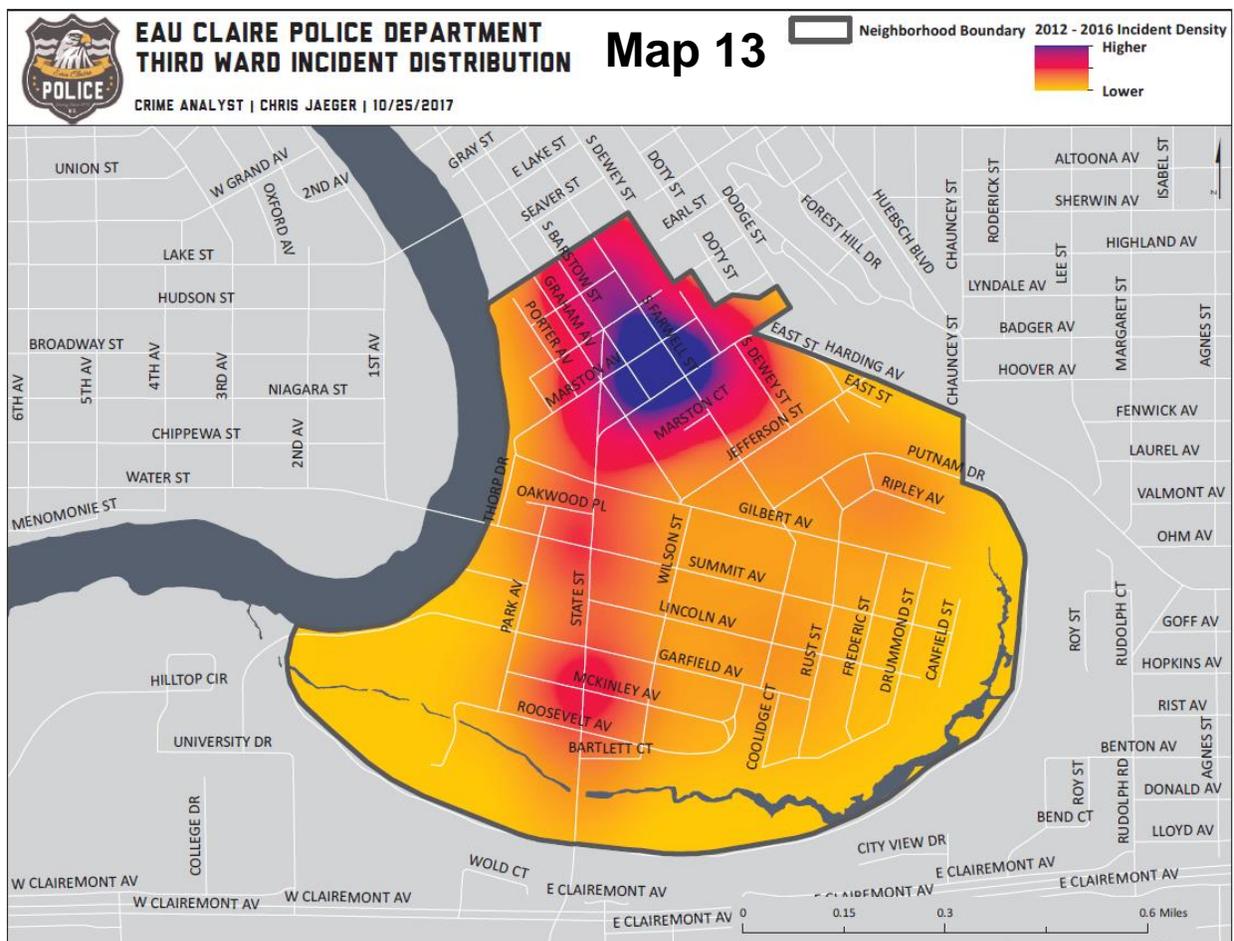
- No Parking Restrictions
- Parking Only During Specified Hours
- Parking Prohibited

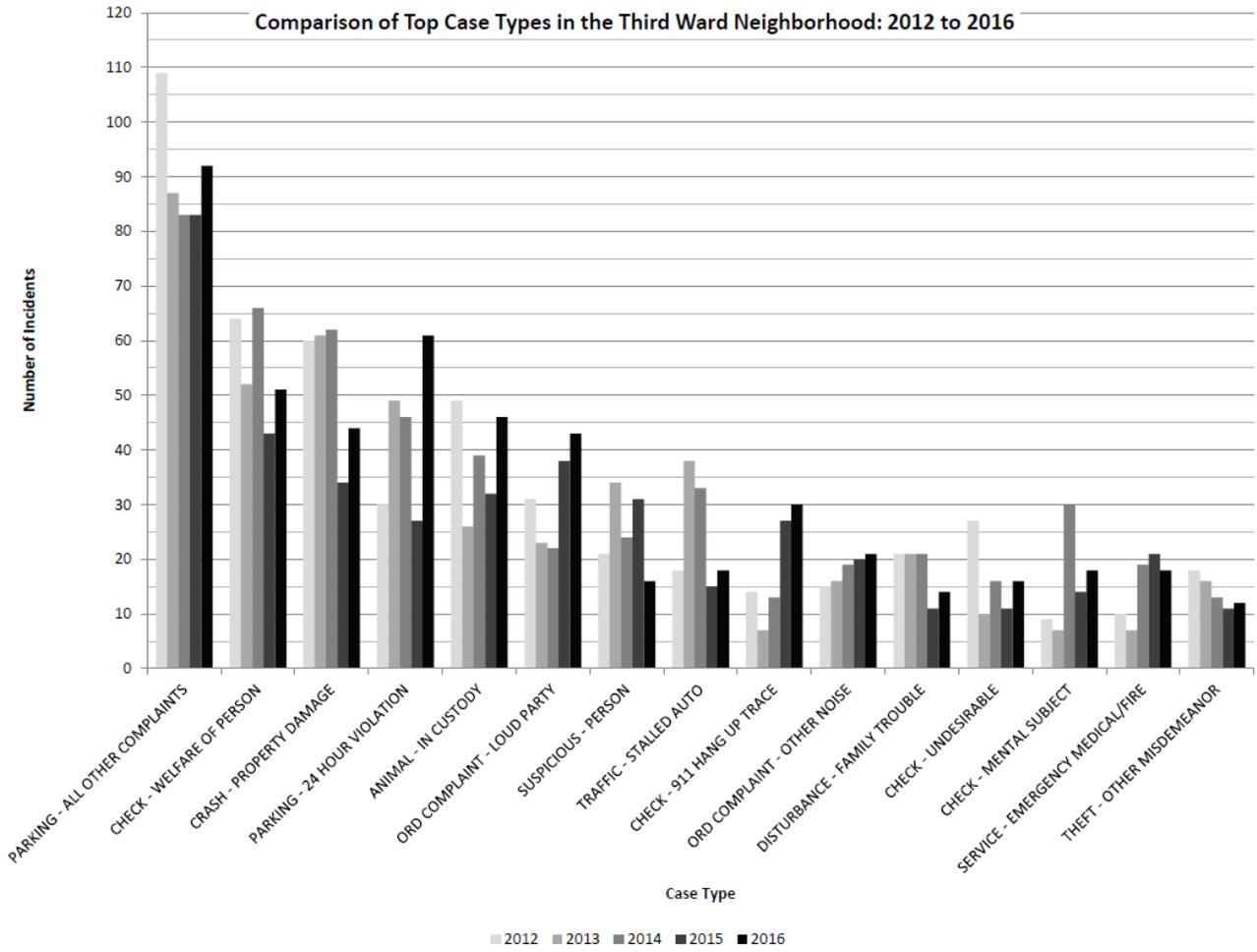


Crime

Police coverage includes the neighborhood beat officers and additional response when needed. The district commander is main point of contact for neighborhood associations. The Police Department also runs the Certified Eau Claire Landlord Program which shows how property owners, residents, community advocates, and law enforcement can work together to prevent illegal activity. The program teaches landlords how to properly screen applicants, how to write and enforce rental agreements, how to identify illegal activity, and much more.

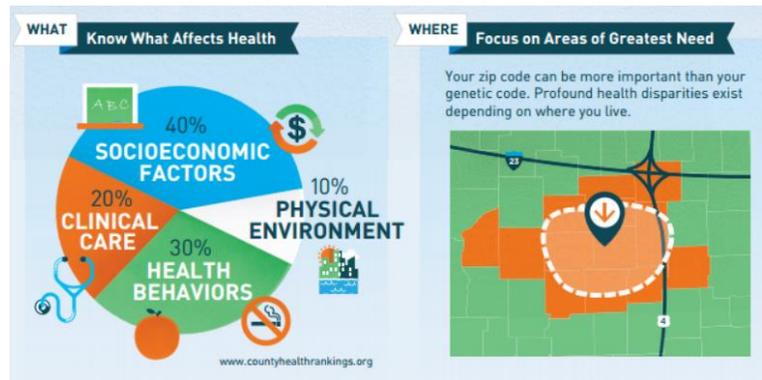
As the five-year density map shows below, the greatest incident concentration is in the northern part of the neighborhood. Incidents do not necessarily equate to crimes but can include checking on the welfare of a person or an accidental dial of 911. The bar graph on page 41 displays the most common type of incident over the same five-year period. The number of incidents related to parking is the highest and takes a lot of resources. The Plan Update Steering Committee believes by implementing a better on-street parking solution, the amount of these incidents can be reduced.





Healthy Neighborhood

There is now a large body of research that supports the hypothesis that our individual choices, genetics, and clinical care contribute to only a part of our overall health, and that the social, economic, and physical environment play a much larger role than previously thought (Vlahov et al., 2007)⁴. Environmental factors may



include one's education, race, ethnicity, income, and neighborhood. Though these factors can vary, the UW-Madison Population Health Institute's County Health Rankings model suggests that as much as 50% of our health is determined by these factors, referred to as health determinants. The physical environment specifically refers to all of the places where we work, live, learn, and play.

The Eau Claire *Comprehensive Plan* Health Chapter defines built environment as "those settings designed, created, and maintained by human efforts—buildings, neighborhoods, public plazas, playgrounds, roadways, parks, and supporting infrastructure systems". According to this definition, the built environment includes our homes, schools, workplaces, business areas, and streets. Features such as the presence of sidewalks, parks and bike facilities, access to healthy food and quality education, age and quality of homes, and level of community engagement all contribute to the quality of our environment, the ability to make healthy choices conveniently, and ultimately health outcomes. All of these features of the built environment (and many more within our social and economic environments) can impact one's health as much as or more than individual choices or genetics.

Though a full health assessment has not been done for Third Ward, residents are well positioned to take advantage of incorporating everyday healthy decisions found within the neighborhood. People can walk or bike to the university and downtown. Access to healthy food can be found at the local organic food cooperative grocery. Community gardens, ballfields, a playground and ice rink are located at Demmler Park. There are beautiful nature trails in Putnam Park and multi-use trails to exercise and meditate as well. Thus, the Plan Update Steering Committee felt the neighborhood has a health marketing advantage in retaining residents and attracting newcomers.

To make these connections even stronger, the Eau Claire City-County Health Department obtained a Robert Wood Johnson Foundation Invest Health grant. After learning about best practices, the community collaborative is focusing on place-based health interventions regarding housing, transportation, healthy food and more. They will create a vision to prioritize and address health disparities for neighborhoods and development projects. The project will begin with the Historic Randall Park Neighborhood but has an eye on how to replicate success in places like the Third Ward.

⁴ Urban as a Determinant of Health. *Journal of Urban Health*, 84(SUPPL. 1). Retrieved on August 30, 2019 at <https://nyuscholars.nyu.edu/en/publications/urban-as-a-determinant-of-health>

Sustainability

The most natural resource efficient house is the one that doesn't have to be built using new materials. The Third Ward is built-out and has no need for expanded public infrastructure. In 2018, the City adopted major environmental goals to become carbon-neutral and obtain 100% renewable energy by 2050. These are to mitigate effects of a changing climate, support a healthier environment, grow clean energy jobs, and improve quality of life. In order to reach these goals, it will take efforts on all fronts. The built environment (buildings and transportation) will need to become low-to-no-carbon powered over the next three decades. The City's main utility provider, Xcel Energy, has also committed to a carbon-neutral goal by 2050, so the electricity produced will rely on more renewable energy.

Property owners in Third Ward have many options to consider. Basic energy efficiency projects such as LED lighting, smart thermostats, insulation, and sealing leaks is usually a cost-effective place to start. Whole house energy assessments and energy efficient certification home programs are available from Focus on Energy that can lead to significant rebates after projects are installed. In terms of renewables, people should get a site assessment completed to determine the feasibility for solar arrays. If onsite projects are not feasible, Xcel Energy has clean energy subscription options such as their community solar garden program (Solar Community*Connect) and Renewable*Connect. Both allow customers to take legal credit for the renewable energy produced off-site. In addition, geothermal, in-floor heating systems, hybrid heat pump water heaters, or split-fuel air-source heat pumps may also be opportunities when replacing heating and cooling needs.

As for transportation, electric vehicle cost and battery range will continue to improve so owners may want to install a 240-volt service feed into their garage. This Level 2 charging is very cost effective for at-home charging, especially during the night when electricity demand is lower. Of course, using public transit, biking or walking are also environmentally-friendly alternatives.



Source: Google Project Sunroof of Third Ward (May 2018).



Flooding

Flood risk is dynamic because of physical and climatological changes. Human life and property loss are at stake. The city has faced major flood events in 1880, 1884, 1905, 1941, and 1993. This last flood caused damages around the city and impacted public infrastructure. In response to this event, the City began a more ambitious effort to use Federal Emergency Management Agency (FEMA) Hazard Mitigation Grants to remove houses in the most flood-prone areas. The Third Ward does not have high vulnerability, but the neighborhood is still at risk to possible extreme rainfall events.

The FEMA's National Flood Hazard Layer map (digital Flood Insurance Rate Maps or d-FIRMs) on page 45 indicates that a portion of the neighborhood is within the floodplain boundaries. Properties in Zone AE or the light blue areas are within the Special Flood Hazard Areas (SFHA) and have a higher potential of flooding. This means there is a 1% chance every year (or a 100 year flood) that the area will flood. Properties in Zone X or orange areas have a 0.2% chance every year (or a 500 year flood) that they will flood. This area is not in the SFHA so flood insurance is not mandatory, but often times it is still recommended. Flood insurance is the best way to protect from devastating financial loss. The City has also performed its own local flood inundation analysis based on 2007 flight measurements and considers them superior to d-FIRMs. These are available for the public to verify flood vulnerabilities.

Some neighborhood owners may feel challenged due to potential flooding, development protections and extra requirements placed on their properties within the floodplain. Properties are required to obtain flood insurance in high-risk SFHA areas under the National Flood Insurance Program (NFIP). The City participates in the voluntary Community Rating System (CRS) so owners and renters can receive a premium discount to reduce this insurance burden. The City is a Class 7 rated community making properties eligible for a 15% discount within SFHAs and 5% for moderate to low flood risk non-SFHA properties. The City may be able to obtain greater discounts on floodplain insurance if it continues in NFIP compliance and enhances education and other measures to improve the Class 7 score. Besides added insurance cost, the burden of material fill is needed for new housing, additions or garages in the 100 year floodplain. Typically, this means two feet of raised material above flood elevation 15 feet out from the structure. Then a Letter of Map Revision (LOMR) is often required to remove properties or structures out of the SFHA. See the table on page 45 for more specifics. Fortunately, there are minimal properties in this zone in the Third Ward and it mostly impacts the University.

The County and City of Eau Claire's *Multi-Hazards Mitigation Plan, 2018-2023*⁵ recommends several strategies to address floodplain risk, extreme weather, climate change impacts, and emergency action. In terms of flooding, the City will monitor potential flood conditions and upstream dam failure status, enforce the floodplain ordinance for development, use hydraulic plugs in catch basins to prevent the backflow of floodwaters, continue its stormwater management plan, and improve river banks and levees. The mitigation plan should be consulted for further detail on this topic and other concerns.

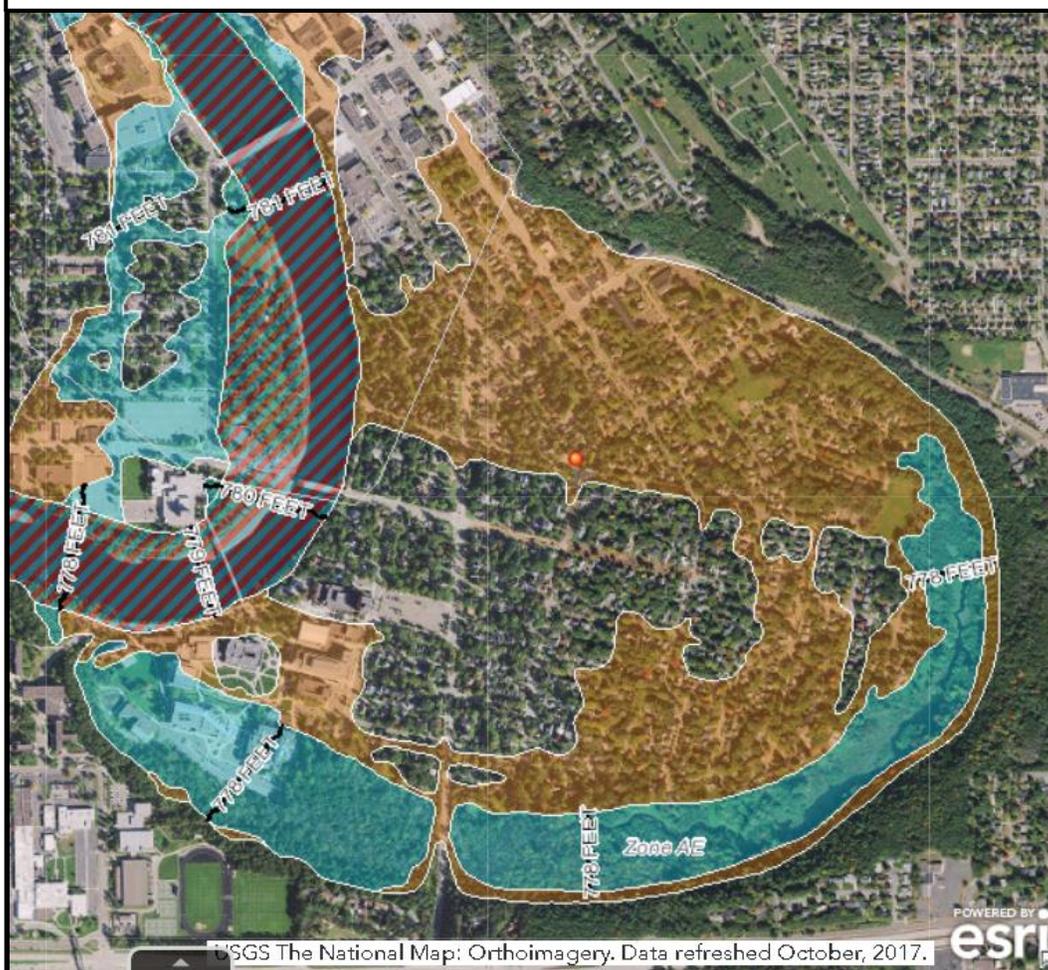
⁵ Retrieved August 1, 2019 at <http://www.wcwrpc.org/Documents/ECCo%20Haz%20Mit%20DRAFT%20Full%20JAN%2025%202019.pdf>

Table 13. Generalized Provisions for Housing in the Floodplain

Flood Risk Level	FEMA's FIRM Zone	Map Color	Overlay District		Habitable Structures
100 yr. Flood (1% chance per yr.)	AE (flooded flowing water areas)		Floodway (FW)		Not allowed
	AE (flooded standing water areas)		General floodplain district (GFP)	Flood-fringe (FF)	Lowest floor must meet whichever is higher: a. at or above the flood protection elevation (2 feet of freeboard); or b. two (2) feet above the highest adjacent grade around structure; or c. the depth as shown on the FIRM. (fill should extend 15' around the structure)
500 yr. Flood (0.2% chance per yr.)	X (floodplain)			Flood-fringe (FF)	
Outside 500 yr. Flood	X (outside floodplain)	Aerial	N/A		No requirements

*Consult the FEMA Flood Map Service Center and the City's Floodplain Ordinance, Chapter 18.11 for more specifics

Map 14. FEMA's National Flood Hazard Layer map (d-FIRMs)



IV. Improvement Strategies



IMPROVEMENT STRATEGIES

This chapter outlines improvement strategies that the Third Ward Neighborhood is seeking.

Reference Page			
Vision	48	Transportation	67
Goals	49	Public Services	74
Housing	50	Quality of Life	78
Redevelopment	60		

Summary

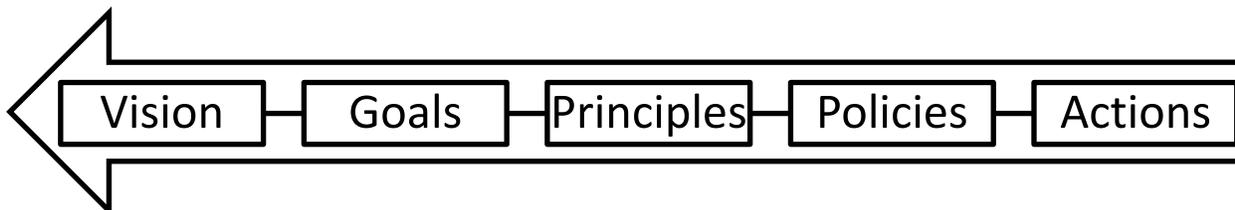
While this chapter covers many needed improvement strategies, the Third Ward Neighborhood is still one of the most desirable places to live in Eau Claire. It boasts a historic architectural appeal and a central scenic location. As the urban trend to live close to downtown continues to be popular, the Third Ward should continue to attract reinvestment from many stakeholders. The northern section of the neighborhood is ripe for this and the former Syverson Nursing Home conversion to apartments is one example. The University continues to make major investments in their campus and older public infrastructure is being replaced. With an active neighborhood association and assistance of the City, these positives can be promoted while addressing the concerns of this plan update.

The issues identified in the last chapter serve to formulate the recommendations that follow.

Improvement strategies are also meant to build upon assets as noted in the right column. This chapter contains a planning hierarchy of: vision, goals with guiding principles, individual policies, and action steps. These reflect the values, aspirations, strengths, weaknesses and challenges the neighborhood wants to uphold or resolve. The Plan Update Steering Committee identified several new policies, but many are rooted in the 2001 neighborhood plan. Section categories include: Housing, Redevelopment, Transportation, Public Services, and Quality of Life.

Neighborhood Assets & Resources

- Older housing character
- Historic properties
- Unique architecture
- Front porches
- Walkable neighborhood
- Mixed income housing
- Putnam Park Natural Area
- Chippewa River
- Easy access to great parks & trails
- Proximity to downtown jobs & amenities
- University of Wisconsin - Eau Claire
- Transit service
- Friendly neighbors
- Diversity in population
- Neighborhood Association



Vision

During meeting discussion over consideration of improvement strategies, the Plan Update Steering Committee decided that the 2001 plan's vision statement and prequel declaration of place still reflect what they want for the neighborhood's future. It will be important with the Third Ward Neighborhood Association in moving forward to use this vision statement. It will continue to serve well to unify purpose, motivate action and implement this plan's recommendations, while being flexible to unforeseen circumstances.

PLACE DECLARATION

The Third Ward Neighborhood is one of Eau Claire's oldest neighborhoods. It has many assets including its central location, historic character, abundance of parks and natural open spaces, variety of housing choices, diverse population and proximity to the University Wisconsin – Eau Claire. It has been an attractive, safe and desirable place to live since the 1800's. With its vast array of unique housing types and styles, the neighborhood is one of the defining features of the form and image of the city.

VISION STATEMENT

Residents of the Third Ward envision that the neighborhood's unique charm and character will be maintained and enhanced into the future. It will be a safe, vibrant and inviting neighborhood with well-maintained dwellings and yards; where people enjoy parks and natural areas in comfort and safety; where traffic does not degrade the neighborhood nor conflict with pedestrian and bicycle movements within the neighborhood; where the University and businesses enhance the resident's quality of life and contribute to the neighborhood's vitality; and where all residents are valued and work together to provide stability to the Third Ward.



Goals

Goals were chosen from the direction provided by the Plan Update Steering Committee after considering various improvements strategies. Input from the neighborhood survey helped as a measuring rod. In some cases, the strategies behind the goals are not new from the last neighborhood plan. A major difference is being more open to redevelopment between downtown and north of Washington Street.

Goals are tied to the strengths, weaknesses, unresolved issues and new opportunities. They reflect City ambitions as well, since the committee well-appreciates the renewed commitment by the City to focus and reinvest in the older neighborhoods. The plan's goals can be broken down into five main areas listed in the graphic below. The rest of the chapter will follow this framework.



Housing

Housing Guiding Principle

Improve and preserve housing while providing for a range in choices, densities, price points, and owner and rental options

Goals

- A. Improve Existing Housing Stock
- B. Provide Housing Choice
- C. Increase Owner Occupancy
- D. Preserve & Promote Architectural Character

A. Improve Existing Housing Stock

Ensure that any renovation of existing structures is consistent with the character and integrity of the Third Ward, including the retention or addition of architectural features and details that help maintain the character of the neighborhood.

POLICY #A1 Leverage existing and explore new programs to renovate or rehabilitate housing

There are many entities already providing resources and funding to address the aging of housing. ***Building upon existing programs that have proven effective should be utilized, and if possible, strengthened with new forms of funding.*** As a starting place, the Neighborhood Association should make sure current and potential residents are aware of and understand the options available to them within the Third Ward. This could be done in several ways such as listing the resources on the neighborhood's website, describing them at a neighborhood meeting or a neighborhood improvement fair, and developing educational materials like brochures. Private lenders may even help provide information at meetings.

Besides cash, there is a wide variety of financing mechanisms available. Conventional refinancing and home equity loans/lines of credit may be attractive for those who can use the equity available in their homes to make improvements. Depending on income limits, Wisconsin Housing and Economic Development Authority (WHEDA) loans may be attractive.⁶ WHEDA's HomeStyle® Renovation borrowers can buy and renovate a home with one mortgage. Other promising programs that fit the low-to-moderate income profile and eligibility requirements are from the Eau Claire Housing Division and Authority, Western Dairyland Community Action Agency (weatherization and energy assistance), and private lenders such as Community Reinvestment Act banks. The Housing Authority, for example, has a Community Development Block Grant (CDBG) funded rehabilitation loan program with 0% interest rates for single family homes to four-unit apartment buildings. Loans are up to \$20,000 for a single family and \$4,000 per additional unit up to \$32,000. While this is a good program, only about 15 properties

⁶WHEDA. Retrieved on September 3, 2019 at <https://www.wheda.com/Home-Buyers/Available-Programs/>

are rehabbed each year and CDBG funding continues to be cut. Augmenting this program with other forms of capital could ensure greater success. The Historic Homeowner's Income Tax Credit offered through the Wisconsin Historical Society offers a 25% tax credit for rehabilitation expenses. The State's utility-funded energy efficiency program called Focus on Energy, can also provide rebates when making improvements that lead to energy reduction.

Action Steps: Build a greater awareness of existing funding sources to increase housing improvements. List resources on neighborhood website. Work in partnerships to educate residents on what is available.

Responsibility: Third Ward Neighborhood Association; public & private sectors to provide loans

Timeframe: Ongoing

POLICY #A2 Create new funding opportunities for home improvement

Work with others to examine new possibilities to develop new funding sources or enhance existing programs. The City's *Neighborhood Revitalization Task Force Report*⁷ provided numerous recommendations to consider. The Task Force stakeholders rated the highest:

- Create or join existing non-profit Neighborhood Development Corporation (NDC) to affect change.
- Use tax increment financing (TIF) to improve housing within ½ mile of the district.
- Develop a "targeted investment neighborhood (TIN) loan program that focuses on small block areas for several years.
- Pursue grants, such as from a community development financial institution (CDFI).
- In addition to these, the New Market Tax Credit Program, WHEDA's low income Housing Tax Credits, and Opportunity Zones tax credits are current options in the neighborhood's northern low income Census tract.

The Historic Randall Park Neighborhood recently formed a 501 (C) (3) Neighborhood Revitalization Corporation (NRC). They are seeking to improve the housing stock with a particular focus on restoring older homes for owner-occupation and affordability. They also hope to use future redevelopment tax increment revenue from District #12 - Water Street Tax Increment District (TID) to fund housing improvement programs. State Law allows the expenditure of TID funds within ½ mile of the district for purchasing substandard properties and renovating housing. The ½ mile boundary extends into the Third Ward from west of S. Barstow and south along State Street. To date, no specific program has been approved in Historic Randall Park for housing improvements but it would be to the Third Ward's advantage to stay in communications with this adjacent neighborhood.



⁷ Retrieved January 28, 2019 at <http://eauclairewi.gov/home/showdocument?id=14808>

One successful example of employing some of these strategies is with the Layton Boulevard West Neighbors in Milwaukee⁸. This non-profit neighborhood corporation has available \$1,000 home improvement matching grants, a \$1,000 first place prize for the most improved home, rebates of up to \$1,000 for minor homeowner repairs, and \$30,000 partially-forgivable loans for home improvements in a City of Milwaukee’s Targeted Investment Neighborhood (TIN). They also partner with banks for low rate loans up to \$5,000 for exterior and interior improvements.

Finally, there may be other options the neighborhood could consider. Seed money for a small loan matching program might be sought through community foundations or via healthcare community benefit grants. Aligning with their strategic goals, such as improving population health through healthy housing, is an important connection in securing resources. The Neighborhood Association could also partner with a select number of lenders, contractors or home improvement stores who believe in neighborhood revitalization. One way may be via a “renovation group-buy” program focusing on replacement roofing, windows and siding. Pooling larger amounts of capital in one area is a way to create financial savings. The neighborhood could organize it themselves or approach the Chippewa Valley Home Builders Association to see if there is interest in partnering.

Action Steps: Develop or partner with an existing neighborhood development corporation. Reach out to possible private and public partners like the City to drive awareness of the need and opportunity to financially support improvements.

Responsibility: Third Ward Neighborhood Association

Timeframe: Ongoing

POLICY #A3 Support rental registration and work with landlords and owners to improve housing

The Plan Update Steering Committee was in favor of the City’s Housing Inspection Program to improve the housing stock within Third Ward. In 2018, the Eau Claire City-County Health Department launched a new program (replaced the Intensified Housing Code Compliance Program) after being approved by City ordinance. The main goal is to improve housing that has fallen behind on basic building, health and safety codes as well maintain a property registration database for landlords. A rental registration program was recommended in the *Neighborhood Revitalization Task Force Report* as top priority and also listed in the City’s 2015 *Comprehensive Plan*.

The Housing Inspection Program surveys the exterior of all housing at least once every five years to identify homes with the highest health and safety concerns. Issues can also be filed by compliant. Problem properties are inspected for possible corrective action. If violations are corrected before inspection or re-inspection dates, fees may be waived. More can be found on the Health Department’s Eau Claire City Housing Inspection Program website.⁹

The Neighborhood Association also supports continuing the Eau Claire Police Department’s Certified Landlord program. Officers provide education on the rights of both landlords and tenants and the program seeks to abate both criminal behavior and neighborhood disorder. The association, per request, may also participate in annual spring drive-around windshield tours with City staff to observe

⁸ Retrieved January 28, 2019 at <http://www.lbwn.org/homeimprovements>

⁹ Retrieved January 28, 2019 at <http://www.ci.eau-claire.wi.us/departments/health-department/environmental-health/housing-and-mobile-home-parks>

and provide feedback on housing and property conditions. They may also want to obtain a list of Third Ward landlords to build relationships by listening to their concerns and working with them to improve properties.

Action Steps: Support and utilize the rental registration program. Support the Health Department during their 2019 neighborhood survey to assess the exterior condition of the neighborhood.

Responsibility: Eau Claire City-County Health Department and Third Ward Neighborhood Association

Timeframe: Ongoing

B. Provide Housing Choice

A recent AARP and National Building Museum report entitled *Making Room: Housing for a Changing America*¹⁰ says today there are less traditional families but the housing market remains fixated on their needs. While the nuclear family has declined to 20% nationally, 30% of adults now live alone and by 2030 one in five will be over 65. There also continues to be a growing gap nationally between incomes and housing costs, with a shrinking middle class and those less able to pay feeling hardship the most.

Though there is concern over the cost burden of housing (see map on page 34), fortunately the Third Ward has a variety of housing choices at differing price points. The mix includes public housing, transitional shelter, assisted living, student housing, and various rental and owner occupied options. This housing assortment contributes to meeting affordability and human needs in the city. Sustaining these housing resources will remain ongoing with the greatest challenge to address housing for the very low-income and vulnerable populations.

The City along with many regional stakeholders recently concluded a process to better address the housing spectrum and its supply in the area. Recommendations from the Chippewa Valley Housing Task Force report may be useful to consider when addressing housing choice, affordability and changes that may work in the Third Ward Neighborhood.

POLICY #B1 Support housing choices for all

The Plan Update Steering Committee values the mix of residential options within the neighborhood and will support efforts to sustain and make people aware of the housing resources available. They believed housing policy in this plan should not discriminate towards anyone. The challenge then is to use judicious review and seek balance and fairness in decision-making. In order to do this, individual projects should be weighed by a set of criteria:

- Does the proposal meet fundamental human needs? (healthy and safe shelter, household type)
- Will it contribute to socio-economic diversity and integration that will continue to foster a high

¹⁰ *Making Room: Housing for a Changing America*. Retrieved March 1, 2019 at <https://www.aarp.org/content/dam/aarp/livable-communities/livable-documents/documents-2019/making-room-web-singles-010819.pdf>

- opportunity neighborhood?
- Does it breach another policy in this plan or the Comprehensive Plan?
- Does it support the neighborhood in positive physical ways?
- Is the housing land use compatible with the immediate area?

Action Steps: The Neighborhood Association will use this set of criteria for project review when determining a recommendation on housing proposals

Responsibility: Third Ward Neighborhood Association

Timeframe: Ongoing

POLICY #B2 Carefully study any down-zoning changes

In an existing urban area large residential down-zonings may reduce the availability for housing choices and affordability, simply because there are fewer options. A comparison in Table 14 shows what type of housing is or not allowed in the city between selected zoning districts.

Table 14. Zoning Implications on Housing Choices (selected districts)				
	R-1 District	R-2 District	R-3 District	R-4 District
Dwellings, One Families	Permitted	Permitted	Conditional Use	Conditional Use
Dwellings, Two Families	Not Allowed	Permitted	Permitted	Conditional Use
Dwellings, 3-8 Unit	Not Allowed	Not Allowed	Permitted	Permitted
Dwellings, 9+ Unit	Not Allowed	Not Allowed	Permitted	Permitted
Conversion One Family to duplex	Not Allowed	Conditional Use	Permitted	Permitted
Conversion One or Two Family to 3-6 Unit	Not Allowed	Conditional Use	Permitted	Permitted

The previous neighborhood plan recommended to down-zone much of the neighborhood to lower densities so that fewer rentals and associated enforcement issues might occur. A proposed northern section down-zoning was not completed in the original plan, but a southern section down-zoning from R-2 (One & Two Family District) to R-1 (One Family District) was completed in 2002. Many of these properties were existing single family homes and some were being converted into two-family rentals for students. To stabilize declining homeownership levels in this area due to the similarity of the housing stock, this was seen as important by the neighborhood and City. Over ten years later, the down-zoning has stopped conversions, but rental levels appear no different comparing the last plan’s tenure occupancy map with the map in this update. As explained in the issues section on page 25, down-zonings may have the consequence of creating non-conformities to structures, lots and uses. It is also important to note that zoning cannot constitutionally restrict or segregate between owners and renters.

With these considerations in mind, ***the Plan Update Steering Committee did not recommend to pursue further large scale down-zonings in the northern area of the Third Ward.*** These R-3 and R-4 zoned properties are close to the job and amenity-rich downtown. The area is low-income, housing is cost

burdened (see map on page 34) and the mix of residential land use ranges are fair wider with apartments to single family dwellings. A down-zoning to even Residential–Mixed R-M district would create many non-conforming situations leading to potential real estate and lending problems.

After deliberations with some members on Plan Update Steering Committee and meetings with the Neighborhood Association, ***a smaller down-zone transition area was identified for possible study***. This area can be seen on the Overview of Recommendations Map on page 4. It is described as the four blocks south of Washington Street, west of Harding Avenue and east of State Street. The land use map on page 27 shows how varied these R-3 and R-4 zoned properties are with large apartments to single family houses. Thus, a careful study of a potential down-zoning should be undertaken first to understand the impacts and number of non-conformities it might create. During this study there may be a few additional properties that could be investigated for down-zoning. For example, there are dual-zoned properties along the eastern end of Jefferson Street and some R-4 single family houses along the river.

Action Steps: The Neighborhood Association will consider requesting the City to study the transition area for a possible down-zoning and include UWEC in the process

Responsibility: Third Ward Neighborhood Association, City

Timeframe: 2022

POLICY #B3 Regulate short term rentals

Within city limits there are about 60 short term rentals, where owners rent out their dwelling(s) for visitors. Airbnb and VRBO® are two popular online services that allow people looking for short term lodging to rent these services. Since this is a commercial activity the City requires an annual license with City-County Health Department inspections to review conditions. There is concern about the possible negative effects of these properties in the Third Ward due to existing high rental levels, parking and congestion and law enforcement issues. Additionally, temporary rentals may impact the landmark status and historic value of the neighborhood.

Action Steps: Enhance the licensing and zoning code provisions to address this trend

Responsibility: City Planning Division and Health Department

Timeframe: 2020

C. Increase Owner Occupancy

Another important goal, as was the case in the first plan, is to increase the homeownership. This goal should not be viewed as in conflict with the last section. Real estate is ever-changing and both policies can be mutual strategies, especially in light of ownership opportunities in the northern part of Third Ward. As noted in the Planning Issue chapter on page 32, there is a ratio of roughly 64% to 33% rentals to owner occupied. While tenants contribute value, owners make a significant financial and social commitment into an asset, the neighborhood, and the City as a whole. This vests them into physically improving property as well as seeing others do the same. The following policies are aimed at improving home ownership rates.

POLICY #C1 Support changes and incentives for home ownership

Many of last section policies such as *leverage existing programs and consider new recommendations from the Neighborhood Revitalization Task Force Report (NRTF) Report and Chippewa Housing Task Force Report can improve home owner rates.* Many local lenders participate in the Wisconsin Housing and Economic Development Authority's (WHEDA) income eligible housing loans such as First-Time Home Buyer (FTHB) Mortgage, down payment assistance and tax break programs. WHEDA's first time home buyer program has designated the northern census track of 11.01 as a target area for their Tax Advantage program. WHEDA provides home buyer education resources as well.¹¹ The Eau Claire Housing Authority has a program for first time home buyer loans but there is minimal funding. Western Dairyland also provides an income restricted program.



The Tax Increment financing (TIF) strategy on page 51 could be one alternative of supplying new capital for loans that require home ownership and housing improvements. The City of Madison's Small Cap TIF program for instance, provides forgivable renovation loans in small block clusters if the property remains in owner-occupied status for 10 years.¹² Another idea mentioned from the NRTF Report was studying rebates or deferments on property tax increases after renovations or rehabilitations. Home ownership could be required as further incentive.

Action Steps: Consider enacting recommendations from the above two reports. Promote existing opportunities and advocate for new incentives for home ownership. Place resources on the neighborhood website. Invite lenders to outline various opportunities for those interested in owning homes in the Third Ward.

Responsibility: Third Ward Neighborhood Association, City

Timeframe: Ongoing

POLICY #C2 Promote marketing rentals for sale into owner-occupied housing

The neighborhood may want to better understand the turnover rate of its rental properties into owner-occupied. An analysis to understand how many homes are sold every year over the last ten years to owner-occupied was beyond the scope of this update. However, from the tenure breakdown on page 32, housing units for speculative renting purposes seemed to have plateaued over the last 10 years. The University has also been adding student housing options so there could be more opportunity.

¹¹ Retrieved September 5, 2019 at <https://www.wheda.com/Home-Buyers/Available-Programs/>

¹² Retrieved September 5, 2019 at [https://www.cityofmadison.com/dpced/economicdevelopment/documents/Brochure%20TIF%20program%20Greenbush%201-1-17\(1\).pdf](https://www.cityofmadison.com/dpced/economicdevelopment/documents/Brochure%20TIF%20program%20Greenbush%201-1-17(1).pdf)

When rental properties come up for sale, it may present an opportunity for the existing renters to own and stay in the neighborhood. The Neighborhood Association should seek out and work with landlords who are open to this concept. They should also partner with realtors that are willing to serve as a similar bridge for home ownership. The association may want to develop a list of renters (such as soon-to-be college graduates) who might be ready to own and who would like to stay or move into the area. Owner-occupied structures with more than one dwelling unit may also provide a revenue stream to help on mortgage payment. Another option is to build relationships and work with the Downtown Eau Claire, Inc. and the downtown business improvement districts (BIDs) to jointly promote home ownership opportunities for downtown workers.

Action Steps: Work with would-be home owners, landlords, realtors and downtown partners to help market and convert more rentals into owner-occupied housing. Use the neighborhood website to provide information. The City will consider creating a home owner assistance brochure for the neighborhoods.

Responsibility: Third Ward Neighborhood Association, City and willing partners

Timeframe: Ongoing

POLICY #C3 Consider new housing configurations to attract homeowners

New housing units and arrangements can be a catalyst to attract more home owners. New construction can be a great selling point, but among other things, purchase price can be a concern. New single family homes, duplexes, rowhomes or low to medium rise apartments can all be owner-occupied. The Third Ward has limited opportunities for new construction but has a similar mix of existing housing types. One creative option to consider is the feasibility of cooperative housing projects. The NRTF Report discussed the concept of allowing such projects. These arrangements can be set up in a single building or possibly in individual units around a courtyard. Residents are shareholders in a corporation that own the properties.¹³ The Plan Update Steering Committee was open to new housing possibilities at all age and incomes levels for increasing home ownership in the neighborhood.

Action Steps: Remain open to appropriate redevelopment options to attract ownership.

Responsibility: Third Ward Neighborhood Association

Timeframe: Ongoing

D. Preserve & Promote Architectural Character

Policy #D1 Buildings of architectural or historic value

A city historic intensive survey was conducted by the Wisconsin Historical Society (WHS) in 1981 and has been periodically updated since that time identifying individual structures and groups of structures which would be eligible for nomination to the local, state, or national registers. These surveys identified a number of individual properties and several districts that would be eligible for nomination to all three registers.

¹³ Retrieved May 22, 2017 at <http://coophousing.org/resources/owning-a-cooperative/buying-into-a-housing-cooperative/#paragraph2>

The area known as the Third Ward Historic Landmark District was listed on the local, state, and national registers in the mid-1980s. For those properties that were locally designated, the property owners were given the opportunity to remove their property from the local designation and approximately half chose to do so. The map on page 36 illustrates the location of the various historic properties and districts in the neighborhood.

The City Landmarks Commission should update the Third Ward Historic Landmark District Plan, including architectural design standards and consider requiring the opted-out properties to be included back into the historic district. The Commission should also regularly contact owners of properties listed on the National Register or within National Register Historic Districts to encourage them to utilize the federal and state rehabilitation tax credit programs.

Action Steps: Update Third Ward Historic Landmark District Plan, consider requiring the opted-out properties to be included.

Responsibility: Eau Claire Landmarks Commission

Timeframe: Long Term

POLICY #D2 Use traditional design elements in new or rehabilitated housing

The Plan Update Steering Committee agreed ***the traditional architectural character of the neighborhood should be retained and enhanced.*** This is consistent with the Urban Design Chapter of the *Comprehensive Plan* to respect the characteristics and prevalent housing styles of each older neighborhood, and in particular, for attached multiple-family housing (see page 8-17 in that plan).¹⁴ Common styles found in Third Ward are Queen Anne, Colonial Revival, American Foursquare, Tudor Revival, and Bungalow which reflect popular trends when the area was being built up. The committee was not opposed to other traditional styles such as cottage, Cape Cod, Craftsman and also saw certain contemporary styles that could be compatible closer to downtown.

Historic landmarked housing must follow Secretary of the Interior's Standards for Rehabilitation.¹⁵ These guidelines and the City of Eau Claire Landmarks Commission's Architectural Style of Historic Properties brochure can be referred to for recommendations. Exterior maintenance, renovation and rehabilitation work should also be at least consistent with the character and design of the building. Careful consideration should be made in terms of materials, designs and the scale of structures. In such cases where exterior work is required by the City-County Health Department, officials should work with property owners in recommending the exterior code compliance work be done in a manner consistent with the appearance of the building and not degrade the property or detract from the neighborhood.



¹⁴ Retrieved May 22, 2017 at <http://www.ci.eau-claire.wi.us/home/showdocument?id=10515>

¹⁵ Retrieved May 22, 2017 at <https://www.nps.gov/tps/standards/rehabilitation.htm>

For new lower density housing, the committee agreed auto-centric styles of housing (i.e. garages and driveways dominating the front appearance) do not fit the neighborhood’s identity. Garages should be ideally located behind homes, off alleys or in corner side yards. Front porches were seen as a very important iconic element to be preserved or used on new structures, especially one and two unit dwellings. Front porches help to break up the front façade; they add character and provide a welcoming social gathering function.

For multi-family housing, the buildings shall be designed to be compatible with the character of the neighborhood and to be consistent with the neighborhood plan. In addition, certain façade design elements are required in the Multi-Family Housing Design Manual. This manual is being updated in 2019 - 2020 and should help the Neighborhood Association in their review of projects.

Action Steps: Update the Multi-family design manual standards to provide greater review ability. Encourage but not mandate housing to keep with traditional style design. Promote existing architectural brochures or consider developing further a residential architectural patterns guide/brochure or a website gallery of images in conjunction with other similar older neighborhoods.

Responsibility: City Planning Division, Third Ward Neighborhood Association

Timeframe: Ongoing; 2019-2020 for Multi-family Housing Design Manual



Redevelopment

Redevelopment Guiding Principle

Allow redevelopment where guided by the Comprehensive Plan and that it provides a mix in housing densities, rental, ownership, and price options

Goals

- A. Encourage Revitalization
- B. Promote Context Sensitive Design
- C. Limit University Campus Expansion
- D. Provide Floodplain Relief

Third Ward is a fully built-out neighborhood in the central city so redevelopment is an important option for renewal and growth. Redevelopment in this case is broadly understood. It could mean new housing units but also preserving and enhancing what is existing. The 2015 *Comprehensive Plan's* Housing Assessment (on page 11-8 in that plan)¹⁶ identified market trends of new single and multiple family housing starts in the city since 1980 and found that there was steady growth, low vacancy rates and an upward movement of rents and sale prices. Since 2010, new multi-family housing, including duplexes has outpaced single family home construction. This trend plays well with certain areas of the neighborhood such as the northern section which is close to downtown, has higher zoning densities and some deterioration of housing stock. There is a neighborhood commercial niche centered at the Farwell Street and Washington Avenue intersection, which has potential for redevelopment. The University also has major projects planned on the part of their campus within the neighborhood.

A. Encourage Revitalization

POLICY #A1 Maintain properties consistent with the City's Comprehensive Plan

The City's *Comprehensive Plan's* future land use map on page 26 shows how the neighborhood is guided for development. ***The Plan Update Steering Committee believes these classifications should largely remain unchanged across the neighborhood because it effectively preserves existing situations of single-family, duplexes, and other multi-family while allowing for some new redevelopment closer to downtown.*** Specifically, the Central Business District (CBD) and Medium to High Density Residential classifications in the northern area will promote new investments over time. A detailed description of the City's various land use categories is included in Table 15 on the next page.

Developers or property owners requesting City approvals contrary to this policy will require a public hearing due to a likely rezone. This will give the Neighborhood Association adequate time to review the merits of the request and make a recommendation. The transitional area down-zoning contemplated on

¹⁶ Retrieved May 22, 2017 at <http://eauclairerwi.gov/home/showdocument?id=9321>

page 54 may not be consistent with the *Comprehensive Plan* and thus a study is recommended first.

Action Steps: Any proposal that is contrary to current zoning or the *Comprehensive Plan* needs to be voted on by the Neighborhood Association’s Steering Committee. Determine how the transitional area down-zoning study might affect the *Comprehensive Plan’s* land use designations.

Responsibility: Third Ward Neighborhood Association, City Planning

Timeframe: Ongoing

Table 15. 2030 Planned Land Use Map Categories		
Low Density Housing	The Low Density Housing category includes single-family housing, two-family housing plus low-density attached housing. Allowable densities range from approximately 2.5 to 6 housing units per gross acre, with lot sizes in the range of 6,000 square feet and up. Includes places of worship.	R-1, One-Family District R-2, One- and Two-Family District
Medium & High Density Housing	Small-lot detached houses, duplexes, townhouses, 4-, 6- and 8-unit buildings with individual exterior entrances, and all forms of apartment buildings are included in this category. The housing is located where there is good traffic access, between Low-Density Housing and non-residential land uses, and at high-amenity locations such as the greenways or parkways. The density is expected to be greater than 6 housing units per gross acre.	RM, Mixed Residential District R-3, Low-Rise Multiple Family District R-4, High-Rise Multiple-Family District
Downtown	This land use category allows and promotes high-intensity office, retail, housing, hospitality, conference and public land uses, preferably in mixed-use buildings with strong pedestrian orientations.	CBD - Central Business District

POLICY #A2 Support the neighborhood commercial corner

The Steering Committee and neighborhood survey respondents stated they appreciate Third Ward’s own small commercial center, and especially the ability to walk to these conveniences. A grocery store, coffee shop and a retail pawn shop currently exist and are zoned Central Business District. Physical improvements have been made to some of these businesses recently and the City reconstructed Washington Street east of Farwell Street in 2018.

Action Steps: Continue to support a useful and attractive commercial center for the Third Ward

Responsibility: Private sector, City and Third Ward Neighborhood Association

Timeframe: Ongoing



B. Promote Context Sensitive Design

POLICY #B1 Encourage building massing on the 'Gentle Density' scale

'Gentle Density' is the idea that a future building's height, size, mass and design reinforce the prevalent pattern of existing housing nearby. For example, a proposed 5-story building in the middle of a highly concentrated single family area would not be appropriate. The graphic below illustrates an idealized housing typology, with denser development at the right edge transitioning to lower density deeper into a neighborhood. This is somewhat similar in the Third Ward, where in the northern section close to downtown there are more apartment buildings compared to more single family homes in the southern section.



The Plan Update Steering Committee agreed applying the gentle density scale approach is a useful strategy to respect existing buildings while allowing for redevelopment. Generally speaking, higher to lower density proposals should be located in appropriate zoned areas. As zones transition to lower density areas such as the area in question of a down-zoning on Map 1, page 4 this context sensitive design technique should produce better outcomes.

Action Steps: Allow development compatible with a gentle density scale

Responsibility: Private Sector, City and Third Ward Association

Timeframe: Ongoing

POLICY #B2 Allow middle housing structures

As depicted in the last graphic, there are many middle housing types in the housing spectrum. The Third Ward is itself illustrative. The neighborhood has a variety of housing types co-existing, especially in the northern section. The photos on the next page show three local Third Ward examples of middle housing types – a duplex, 4-plex and U-shaped courtyard apartment building.



The City’s R-4, R-3, R-2 and R-M zoning districts may allow for these middle housing uses but when applying all other standards such as lot size, setbacks, improved surface coverage and off-street parking, they may work against opportunities for revitalization. The question then comes down to what type of zoning and design modifications fairly promote reinvestment and evolving householder needs while not overcrowding and jeopardizing health and safety. Form-based codes¹⁷ or hybrid versions thereof are some techniques cities have begun to use to address this predicament.

Action Steps: Investigate possible zoning modifications to allow for middle housing types in the northern section

Responsibility: City Planning, Third Ward Association

Timeframe: 2020-2025

POLICY #B3 Use established site and building design criteria so development fits the neighborhood

The Plan Update Steering Committee agreed that the following list of criteria are good examples that should be utilized for their review of residential projects and would also be useful for applicable City staff, Plan Commission, City Council and others when reviewing projects. Development should in each case:

Generally:

- Reflect any relevant *Comprehensive Plan* policy or land used designation (e.g., context sensitive redevelopment/infill, see page 8-17 in the plan)
- Abide by any pertinent zoning district or ordinance chapter (subdivision, building, site plan, floodplain, off-street parking, lighting, conditional uses, etc.)
- Follow required guidelines or design manuals (Multi-family housing, landscape, etc.)
- Use the Traditional Neighborhood District zoning provisions as a guide

Third Ward Specific:

- Seek neighborhood approval prior to granting permits for building
- Use the design provisions in the Third Ward Historic Landmark Plan for registered and eligible properties. Generally use elsewhere for guidance
- Be designed, whether rehabbed or new, to be compatible with and build on the strengths of the

¹⁷ Form based codes. Retrieved August 2, 2019 at <https://formbasedcodes.org/definition/>

- neighborhood’s traditional housing styles (architecture, materials, mass, height, etc.)
- Shall not be so strictly mandated where creativity is hampered nor dominated to any one architectural style
 - Be carefully planned, transitioned, and designed in accord with adjacent housing
 - Roof configuration or vertical building step backs may be required (such as between a new apartment building and a duplex)
 - Highly encourage front porches on one and two-family dwellings; balconies, rooftop patios, courtyards or other communal gathering features for housing of greater units
 - Encourage green space
 - Locate or orientate garages to utilize existing alleys as much as possible so as to not introduce a suburban auto-centric appearance to a traditional neighborhood
 - Ideally locate on-site parking or lots behind buildings using alleys. Landscape parking/trash handling areas so they are screened or softened in appearance
 - Provide in conjunction with planned development rezonings to greater density (R-3, R-4 or CBD) durable building materials of lasting permanence, quality and design. Also provide building and site amenities for occupants, public or customers (e.g., underground parking, green roof, solar, fitness gym, bike lockers, pedestrian streetscape furniture, transit shelter, outdoor dining, etc.)

Action Steps: Use the above criteria on all development projects. Consider developing a guide or brochure with gallery examples of housing/development styles that would be deemed compatible and desirable to provide developer and stakeholder direction.

Responsibility: Third Ward Neighborhood Association and City

Timeframe: Ongoing



Infill and replacement housing should complement the neighborhood character even if height or density increase. Key elements are the front setback and doors and windows that face the street.

C. Limit University Campus Expansion

POLICY #C1 Limit campus growth outward into the neighborhood

The Neighborhood Association and UWEC agreed to hold to the same policy as found in the 2001 plan.

The plan stated, “Discourage growth and expansion of the UWEC campus into the neighborhood in a manner that would result in the unnecessary loss of additional dwellings. A critical component in encouraging stability and reinvestment within the neighborhood, particularly in the vicinity of the University is the need for property owners to be assured that future growth of the University will not result in further encroachment into the neighborhood and result in the demolition of additional housing. Map 1 on page 4 delineates this boundary within the neighborhood. In addition, parking options that do not result in facility encroachment into the neighborhood need to be considered to address parking deficiencies on and around the campus. Additional facilities developed by the University must provide sufficient parking to accommodate the demand created.”

Action Steps: Continue to work with UWEC to maintain the current campus boundaries

Responsibility: City, UWEC, and Third Ward Association

Timeframe: Ongoing

POLICY #C2 Support on-campus improvements

Per its Campus 2010-2030 Master Plan¹⁸, UWEC has been making significant improvements to its overall physical footprint. The campus has become an even more inviting environment in the last few years. A new student center and classroom building have been built along with a riverfront promenade and campus mall. After neighborhood opposition to a dorm at Roosevelt Avenue and Park Avenue;



a new visitor, admissions, alumni and foundation center will be started in 2020 (concept image above). It will be two stories to scale better with adjacent homes. The building will be used as the main entrance for students and families and to serve as a gathering place for alumni activities and programming. Future plans include relocating the science classroom building where Putnam and Katharine Thomas dorms exist. Surface parking may replace the old science building location and a possible building may be built there in the later future.

Action Steps: Work with UWEC for greater on-campus improvements, especially related to student housing and student and faculty parking to limit parking sprawl into adjacent neighborhoods

¹⁸ UWEC's Master Plan. Retrieved March 6, 2019 at <https://www.uwec.edu/facilities-projects/master-plan/>

Responsibility: UWEC and Third Ward Association

Timeframe: Ongoing

D. Provide Floodplain Relief

POLICY #D1 Continue in the National Flood Insurance Program (NFIP) community rating program

Third Ward has some properties affected by the need to carry floodplain insurance. This insurance can be expensive and also factor into why redevelopment, new additions or rehabilitation of existing structures do not occur. A more detailed explanation of this situation can be found back on pages 44-45 in the Issue chapter. ***The City should continue to improve its rating for flood insurance discounts to property owners.*** Greater public information, mapping and flood preparedness are some areas where more credits could be earned.

Action Steps: The City will continue in its efforts to maintain and improve its Community Rating System (CRS) status

Responsibility: City

Timeframe: Ongoing

POLICY #D2 Mitigate floodplain risk when projects are proposed

There is little the City can do to change FEMA or State requirements for fill and floodplain removal requests (Letter Of Map Revisions or LOMRs). When redevelopment does occur in the neighborhood's floodplain, ***the City will require stormwater drainage calculations, plans, and on-site infrastructure best management practices (BMPs).*** Bioswales are one common example to store excess water. Depending on the event, this may help to reduce the increased floodplain risk for adjacent properties since some stormwater conveyance will be retained on site.

Action Steps: The City will require stormwater plans and on-site BMPs when needed.

Responsibility: City

Timeframe: Ongoing

Transportation

Transportation Guiding Principle

Improve transportation to promote utilization of different modes of travel, while reducing parking and traffic congestion

Goals

- A. Reduce Parking Congestion
- B. Improve Streets & Alleys
- C. Promote Transit, Walking & Bicycling

This section focuses on improvement strategies under the transportation category. With its proximity to different employment and service areas, it is possible to live in the Third Ward and not need a car. The neighborhood has a grid street pattern with average sized blocks and sidewalks throughout. This arrangement fosters walkability. Transit service generally follows along arterials and collector roads. Multi-use trails are nearby and a scenic nature trail is located within Putnam Park. As the last plan described, on-street parking congestion when the University is in session continues to be a large concern. Negative impacts range from how residents are not able to use the public parking supply to the added traffic circulating and looking for available stalls. Neighborhood and City coordination with UWEC will be imperative in order to find lasting solutions, and a comprehensive collaborative approach is recommended. The policies in this section begin with ways to reduce parking congestion.

A. Reduce Parking Congestion

POLICY #A1 Enforce current restrictions

It is important to improve enforcement so the parking supply is used appropriately. ***The Plan Update Steering Committee agreed that funding to the Police Department to better enforce parking restrictions needs to be increased.*** Parking enforcement of the existing on-street regulations were already a problem in the eye of the committee. Chronic issues cited were parking for longer than time restrictions (e.g., 24 hour limit) and violation of City’s snow removal policy. The later causes problems with snow plowing and retaining an adequate width for vehicles to safely pass through neighborhood streets.



As parking demand has grown in downtown, Third Ward and Historic Randall Park neighborhoods, License Plate Recognition (LPR) technology would further increase the efficiency of parking enforcement operations. Funding for LPR is slated for 2020 in the City's Capital Improvement Plan.

Action Steps: Support increased parking enforcement funds and LPR technology. Work with the City to address ongoing violations and provide education on what is allowed.

Responsibility: City

Timeframe: 2020, Ongoing

POLICY #A2 Parking permit system

In cities where there is a residential neighborhood immediately next door to a large university, a permit system can be a useful way to regulate on-street parking supply. The City's *Comprehensive Plan* noted in 2016 to review parking regulations in congested areas and determine if changes may reduce parking congestion. One idea was to consider instituting a program in which residents of neighborhoods affected by a high number of cars parked by non-residents may receive a sticker or permit that allows them to park on their street. ***The Neighborhood Association was in favor of researching various approaches, working with UWEC, and implementing recommended changes for the Third Ward.***

The Plan Update Steering Committee also expressed concern with the amount of parking signs and different rules for parking. The layering of these rules over time have tried to address a chronic problem with no real overall change and they have become confusing.

Action Steps: Work with the City to research and possibly institute a parking permit program. Include UWEC in the process.

Responsibility: City, Third Ward Neighborhood Association, UWEC

Timeframe: 2020-2022

POLICY #A3 Other City strategies

The City is investigating electronic parking meters for downtown and can look at this option for the Third Ward. The pay meters have the ability to use smart phone apps, credit cards and provide useful data on how the stalls are being used. The availability and price of parking has been shown to be a significant factor in commuting decisions. Alternatives are sought if the free parking is not allowed or convenient as it once was. For example, UWEC students or staff using on-street parking may then consider taking transit or use a University parking lot.

The idea of a Parking Benefit District (PBD) is for those who benefit from the supply of public parking should help financially to make improvements to a downtown or neighborhood. The City of Austin is one example where a PBD is next to the University of Texas campus.¹⁹

The PBD concept is not necessarily a money-maker, but moreover a transportation management strategy to address problems and encourage revitalization. Revenue can go to improving parking and

¹⁹ Austin, TX. Retrieved September 3, 2019 at <http://austintexas.gov/department/parking-benefit-district-pbd>

streetscapes (lighting, banners and pedestrian amenities). Metering is one element to generate revenue but major new redevelopment in appropriate areas (say Water Street or closer to downtown) that seek reductions in off-street parking stalls may also pay into the fund. The usefulness of this strategy in the Third Ward should collectively consider other areas such as downtown and the Historic Randall Park Neighborhood. The Update of Water Street Commercial District (page 47, policy #9 in that plan)²⁰ addresses this concept of redevelopment helping to pay for public parking when stall reductions are allowed by the Plan Commission. The City already has a parking program to pay for public parking and downtown ramps so this could be an augmentation to that program fund.

Action Steps: Support the City in their evaluation of other strategies such as metering and parking benefit districts

Responsibility: City, Third Ward Neighborhood Association

Timeframe: 2020-2025

POLICY #A4 University strategies

The Plan Update Steering Committee and Neighborhood Association met with University officials to address the neighborhood parking problem during this plan's development. UWEC is not able to seek State bonding money for parking and so revenues must cover improvements. Current annual parking prices depend on the vehicle and location, but range from \$31 (motorcycle/moped) to \$575 (guaranteed stall). UWEC has in the past and continues to evaluate their parking program to adjust. Reducing fees may help more students decide to use parking lots rather than on-street stalls, but a fund balance still needs to be maintained. Hibbard surface lot is slated to be improved in 2020, but a proposed capacity expansion northward onto adjacent parcels met strong Neighborhood Association opposition.



Parking ramp alternatives are expensive propositions costing around \$20,000 per stall and require ongoing fees for maintenance. This may impact UWEC fees elsewhere exacerbating the demand for free on-street parking. Instead, UWEC and the City could explore together a parking ramp(s) that would serve the needs of the University, student housing, redevelopment, businesses and for the general public. If it was City-owned, UWEC could contract with the City for an allotment of stalls while businesses and redevelopment projects that need parking could do likewise. The UWEC could consider building their own ramp, but if this partnership concept is worthy to explore, it should be evaluated along with the other parking strategies listed herein as well other plans the City and UWEC may have.

Action Steps: Work with the University to address their on-street parking impacts. UWEC to consider partnerships with the City and Third Ward to address problems.

Responsibility: UWEC, City and Third Ward Neighborhood Association

Timeframe: Ongoing

²⁰ Update of Water Street Commercial District. Retrieved September 5, 2019 at Plan <https://www.eauclairewi.gov/Home/ShowDocument?id=1071>

B. Improve Streets & Alleys

POLICY #B1 Continue to improve streets that serve the neighborhood

The Plan Update Steering Committee agreed that the City has done a good job at improving streets in the neighborhood. All mobility users should continue to be fairly considered in street planning and design. Summit Avenue and Farwell Street are recent reconstructions and Lincoln Avenue and State Street are two new projects in 2019. The surface quality of most streets is in fair to good shape, but general maintenance will continue to be needed. The ***Neighborhood Association will act as the conduit to notify the City about major concerns and provide input on future projects.*** On a secondary level, residents can call in minor violations and issues such as on-street parking problems, potholes, broken storm gutters and street lights.

Action Steps: Work with the City to voice support and concerns about neighborhood street projects, maintenance and safety

Responsibility: Third Ward Neighborhood Association

Timeframe: Ongoing

POLICY #B2 Enhance State Street into a ‘complete street’

A number of meetings were held with the public and Third Ward Neighborhood Association about the importance, function and design of the State Street reconstruction project. As noted on page 37, the rebuild is a 2019 project, from Garfield Avenue southward into Putnam Heights. The City had a goal to make the street accommodate various users more safely using the design approach called ‘complete streets’. U.S. Census Bureau, 2012-2016 American Community Survey data revealed in the area about 3.3% of people used the bus, 2.9% biked and 15.8% walked to work. There were walk audits conducted with the public evaluating the streetscape and crossings for the needs of pedestrians, bicyclists, and people with disabilities. Crash data from 2013 to 2017 revealed the highest number of accidents at Roosevelt and Garfield Avenues. The University is also planning for Roosevelt Avenue to be the official entrance into campus since their new Visitor and Alumni Center will be built near the intersection of Park Avenue.

After much public input and many considerations, the final approved design enhances the level of service and safety for various users. In particular, a protected left turn lane west onto Roosevelt Avenue and a refuge island on the north leg pedestrian crossing was favored over a roundabout. The roundabout was modeled but it required the acquisition of adjacent private properties in order for it to function without causing traffic delays. The acquisition was controversial and the Neighborhood Association Steering Committee was not supportive. Roundabouts were built however for Lexington Boulevard, MacArthur Avenue, and Hamilton Avenue in Putnam Heights.

There will be pedestrian marked crossings at McKinley and Garfield Avenues. Audible pedestrian signals are to be installed at Garfield Avenue as well. On-street bike lanes will be on the hill but join onto sidewalks beginning at Bartlett Court. Other safety improvements are speed feedback signs, pedestrian beacons and a pedestrian-only phase for crossing signals at Garfield Avenue. Overall, the project should promote a safer travel environment for all users.

Action Steps: Continue to work with the City to address safety concerns for all users on State

Street and when future sections are built

Responsibility: Third Ward Neighborhood Association

Timeframe: 2019 and Ongoing



POLICY #B3 Continue to maintain and improve alleys that serve the neighborhood

The City has a program to improve alleys in older neighborhoods. Many of the alleys in the Third Ward have been resurfaced but some remain in poor condition. ***The Plan Update Steering Committee agreed that all alleys in the neighborhood should be upgraded*** within the next 10 years. The alley east of Rust Street from Gilbert Avenue to 140 feet north will be improved in 2019.

Action Steps: Work with the City to improve alleys and associated maintenance

Responsibility: City, Third Ward Neighborhood Association

Timeframe: Ongoing

POLICY #B4 Improve snow plowing

The Plan Update Steering Committee agreed that snow plowing has become a larger issue and needs better attention. Parking congestion and lack of enforcement of violating the alternate street-side parking snow-depth protocol during emergency snow operations made travel dangerous on some streets within the Third Ward. This policy was recently eliminated in an effort to improve the clearing of roads faster and for safer passage. The City reverted back to the even-odd day alternate side parking rules during midnight to 7 a.m. from November 1st through May 1st.

Action Steps: Work with the City to improve snow operations on streets that are the most dangerous

Responsibility: City, Third Ward Neighborhood Association

Timeframe: Ongoing

C. Promote Transit, Walking and Bicycling

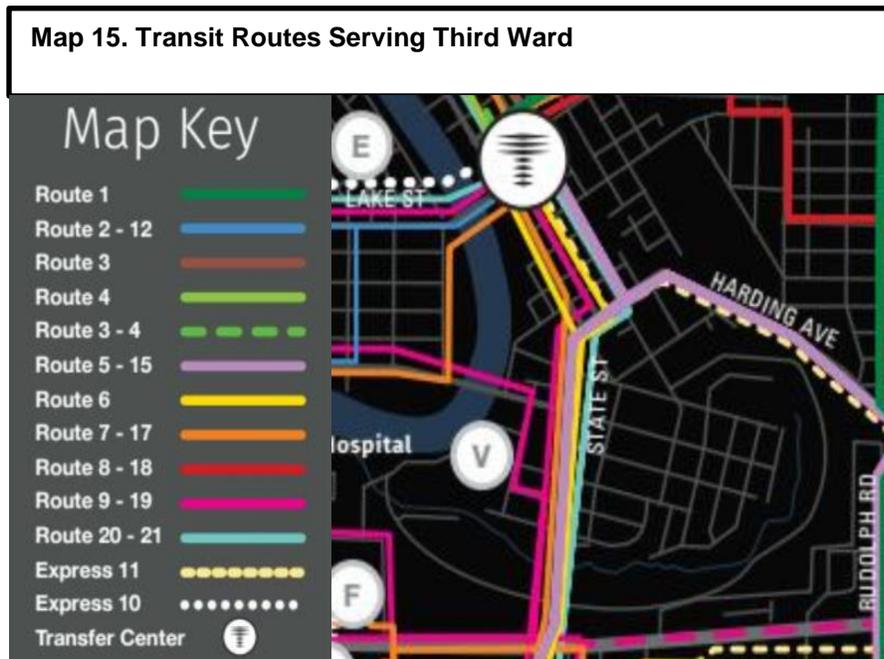
POLICY #C1 Continue to invest in transit for the neighborhood

Eau Claire Transit serves the Third Ward, but there are some deficiencies. Specific routes serving the neighborhood (see Map 16 inset) are numbers 5-15 (purple), 6 (yellow), 7 (orange), 9-19 (pink), Express 11 (dashed yellow) and 21 (light blue).²¹ The steering committee noted that current routes and stops for the neighborhood serve most parts of the neighborhood during the day, but more frequent service is needed in the early morning and evening along the State Street corridor in particular, and more stops could be added to fill in gaps, particularly between Lincoln Avenue and Grace Barstow Apartments. More frequent evening service on Routes 9-19 could reduce student on-street parking demand, and routes going farther east into the neighborhood would reach more potential commuters. The city should explore how routing, frequency, and bus stop changes might be useful to the neighborhood in the upcoming Transit Development Plan.

Action Steps: Continue to provide quality and cost-effective transit and paratransit service to and from the neighborhood, and UW-Eau Claire. Seek to possibly improve transit frequency, add new stops to fill in gaps particularly on State Street, add bus shelters in busy locations, and expand service to the eastern half of the neighborhood.

Responsibility: City Transit and include UWEC

Timeframe: Ongoing



²¹ Eau Claire Transit Maps and Schedules. Retrieved December 30, 2019 at <https://www.eauclairewi.gov/government/our-divisions/transit/maps-schedules>

POLICY #C2 Implement the Bicycle and Pedestrian Plan recommendations

The City’s updated 2018 *Bicycle and Pedestrian Plan*²² covers many topics, from new infrastructure and safety to enforcement and education. In terms of a bicycle network, Map 16 inset shows a two-tiered approach with future signed regional routes (purple) fed by local neighborhood routes (red). Green routes are trails and gray areas (8, 11, & 12) are corridors requiring further study. As the network gets implemented, *the Plan Update Steering Committee would like the further study areas addressed as it relates to the Third Ward.*

State Street improvements have been noted already but Area #8 in grey designates Graham Avenue as the north-south bicycle route into downtown. A study should be undertaken to determine if a redesigned 3-lane Farwell Street could better accommodate the route. Further, a Rectangular Rapid Flash Beacon (RRFB) crossing was recently added near Park Towers at Farwell and Earl Streets to improve pedestrian safety. Area #12 or the Harding Avenue Area had 2018 resurface improvements made and a RRFB added at Jefferson Street. A speed feed-back sign will also be installed in 2019. Jefferson Street access into Third Ward was kept open but Lee Street on top of the hill was closed. The project had a limited budget so changes were not comprehensive. City Engineering anticipates that a complete reconstruction of the street could occur within a 5 to 10 year timeframe, at which time the pedestrian and bicycle deficiencies will be better addressed.



The *Bicycle and Pedestrian Plan* has no Safe Route to School Plan connecting the Third Ward to Lakeshore Elementary. Unfortunately, the neighborhood does not have a designated route due to being over 1 mile away from the school. These children are bused to or dropped off at school.

- Action Steps:** Implement relevant sections of the *Bicycle and Pedestrian Plan*; study and improve problematic areas
- Responsibility:** City with Third Ward Neighborhood Association input and include UWEC
- Timeframe:** Ongoing

²² City of Eau Claire Bicycle & Pedestrian Plan, 2018. Retrieved March 4, 2019 at <https://www.eauclairewi.gov/home/showdocument?id=23491>

Public Services

Public Services Guiding Principle

Continue public investments in city services, parklands and facilities to sustain and improve Third Ward's livability

Goals

- A. Meet Basic Needs
- B. Enhance Neighborhood Parks

Adequate public services like water, sewer, power, police and fire response, streets and snow plowing, coupled with community facilities like parks and schools matter greatly to a neighborhood's success. Without these conditions residents are not enabled to thrive. This plan update focuses on the relevant services related to the Third Ward Neighborhood.



A. Meet Basic Needs

POLICY #A1 The City will continue to meet the basic needs of the neighborhood

Services essential to protect the public's health and welfare shall be provided to maintain and foster prosperity within the neighborhood. The delivery of adequate and timely public services shall include but not be limited to:

- water and sewer utilities,
- police and fire coverage,
- health services,
- parks and recreation,
- street trees,
- code enforcement, building inspections and neighborhood planning,
- transit, street and alley repair, on-street parking, snow removal, street lighting and street sweeping

Currently, there are no known major service deficiencies, but the Plan Update Steering Committee feels strongly that their older neighborhood should receive services at no less level than found elsewhere in the community, and that stronger focus in certain services such as housing inspection, code

enforcement and on-street parking regulations are needed to address negatives experienced by residents.

Action Steps: The City will deliver adequate essential services at no less basic level than other places in the city, and assist on chronic problems addressed in greater detail in this plan

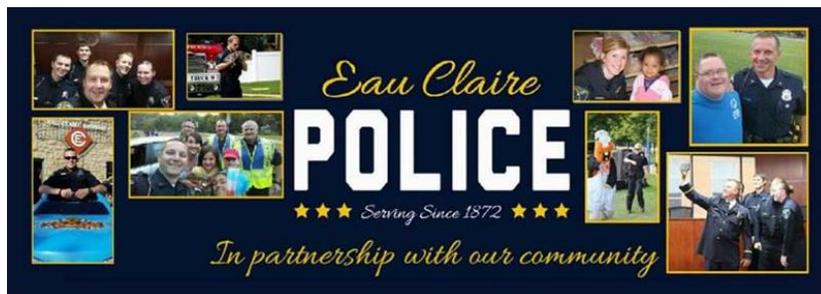
Responsibility: City

Timeframe: Ongoing

POLICY #A2 Policing the neighborhood is important to cut crime and promote safety

As highlighted on pages 40-41, documented incident activity is most concentrated along State Street and the northern section of the neighborhood. The northern section, closer to downtown, has greater density per person activity than the low density residential areas to the south. Again, a case may not mean there was an actual crime at the location, yet crime and the perception of danger can be major determinants for neighborhood social well-being and reinvestment.

The Eau Claire Police Department (ECPD) is committed to being a partner with the neighborhood. Multiple officers cover Third Ward’s Beat 21 and attend Neighborhood Association meetings upon request. The ECPD uses a proactive crime prevention strategy to get ahead of possible crimes. It takes working with residents and neighborhoods to understand what is happening on the ground.



The Plan Update Steering Committee agreed that greater networking and partnership with the Police Department and UWEC Police is vitally important to address problems and crime. Working with the Dean of Students Office was seen as important so that students (on or off-campus) would conduct themselves as responsible citizens, address risky behaviors and potential personal crisis beforehand. Further, the committee was supportive of continuing the Police Department’s Certified Landlord Program to help address possible criminal activity on rental properties and for the Planning Division to consider developing a public Crime Prevention through Environmental Design (CPTED) design brochure.

Action Steps: The City will continue to provide effective police service and partner with stakeholders and with the Neighborhood Association to reduce potential of crime

Responsibility: Police Department, City Attorney, Health Department, Community Development, Third Ward Neighborhood Association, UWEC, UWEC police, and others

Timeframe: Ongoing

POLICY #A3 Street lighting

Street lighting is a basic safety concern for traffic and other forms of mobility. It also helps to provide some public safety in front of properties. With advancement of technology changes in Light Emitting Diodes (LEDs), cities and utilities are switching out High Pressure Sodium (HPS) fixtures for them. The public however have commonly expressed concern over the bright whiteness of the LEDs and that it disrupts quality of life and hinders sleep and even wildlife. The Neighborhood Association and Third Ward residents have also expressed concerns over State Street and Summit Avenue lighting projects. Fortunately, newer generations of LED technology have the ability to be dimmed and set at warmer colors on the Kelvin Scale. There are other options to consider as well such as spacing and height strategies to try to seek an effective balance of street lighting.

Action Steps: The City will work with the Third Ward to address existing lighting concerns and going forward, seek to balance proper lighting for streets with less disruption of quality of life

Responsibility: City Engineering, Third Ward Neighborhood Association

Timeframe: Ongoing

B. Enhance Neighborhood Parks

POLICY #B1 Make investments in Third Ward’s parks

An inventory of Third Ward’s parks includes different types of parks. Demmler Park (3.9 acres) is the neighborhood park with an enclosed pavilion shelter, playground, community gardens, ice rink and two play fields. With a high water table, Kappus Park (3.9 acres) is classified as a special area that is undeveloped but poses an opportunity for some light-on-the-land improvements and environmental education. Wilson Park (1.6 acres) is an urban park on the edge of downtown, with a pleasant square, fountain and areas to relax. Thorpe Drive (0.8 acres) has a riverfront green strip that includes a shared road, benches and decorative lighting. Putnam Park (230 acres) is owned by the University and as mentioned in the introduction on page 14, is a State Natural Area. Bicycle and pedestrian connections to Putnam Park Trail from State Street are proposed in 2019 to include stairway runnels on both sides of the road with resting benches.

The City of Eau Claire's Parks and Open Space Master Plan (POSP)²³ represents a comprehensive review of open space needs for the City. It offers a vision to guide decisions related to park and open space resources and a detailed evaluation of current needs in the City and its neighborhoods. The only improvements slated during its 2018-2022 timeframe for the aforementioned parks are at Demmler with improved parking surface and



²³ City of Eau Claire 2018 – 2022 Park, Open Space, & Recreation Facilities Plan. Retrieved on March 7, 2019 <https://www.eauclairewi.gov/home/showdocument?id=25069>

additional security lighting. ***The Plan Update Steering Committee agreed that Third Ward's neighborhood park needs upgraded play equipment to serve as an amenity, and to better address the needs of all potential park users with universal design strategies.***

Resident feedback in the development of this plan also had ideas to lightly improve Kappus Park. The water table is high in this area and is the source of Little Niagara Creek. It stands then to promote water quality and environmental education. This could be done using small signs or other features. A boardwalk was also envisioned to connect people from the park across the creek and wetland to Putnam Trail. Currently, various beaten down paths disrupt the wetland and vegetation.



Sources of funding for various neighborhood park improvements not slated in the City's POSP could be pursued by obtaining DNR, City Neighborhood Matching Fund Program, and Rain to Rivers Program grants. The Neighborhood Association could pursue writing grants themselves and fundraising. Further, memorial benches and trees from private donors can be donated to the Community Parks Association for identified Third Ward parks.

- Action Steps:** Work with the City/UWEC to improve Third Ward parks and assist in raising funds
- Responsibility:** City, Third Ward Neighborhood Association
- Timeframe:** 2020-2030

POLICY #B2 Promote stewardship practices within parks and along waterways

The Neighborhood Association prides itself on getting residents involved in stewardship and sustainable living practices and will continue to do so. Putnam Park State Natural Area is a wonderful showcase of preserved biological diversity and an outdoor learning lab for college students and residents. As mentioned, the Neighborhood Association operates the community gardens at Demmler Park. They also assist in park cleanups of litter and invasive species like buckthorn. They also appreciate the City's Park Division leaving some areas of Kappus Park 'no-mow' zones and that harmful pesticides are not used. Bordering the beautiful Chippewa River and Little Niagara Creek are also reminders to reduce pollutants that harm these resources.



- Action Steps:** The Neighborhood Association will continue to leverage the parks and waterways to promote stewardship and sustainable living practices
- Responsibility:** Third Ward Neighborhood Association, City, UWEC
- Timeframe:** Ongoing

Quality of Life

Quality of Life Guiding Principle

Through social, physical and environmental improvements enhance the well-being of residents while increasing the desirability of living in Third Ward

Goals

- A. Engage Residents**
- B. Market Place**
- C. Maintain Properties**

The City has participated in The National Citizen Survey™ every five years since 2003. The latest survey in 2016 asked residents about the overall quality of life in the city and specifically how that fared in older neighborhoods. About two-thirds of city respondents felt that revitalizing older neighborhoods, encouraging single-family home ownership, improving neighborhoods, and helping neighbors build a strong sense of community were important. This is no different than what Third Ward wants to achieve. For a better quality of life and a more desirable place to live, it will take sustained effort by more than just the Neighborhood Association. Improvement strategies listed in the policies of the first four sections and those outlined below will all work together towards accomplishing these ends.



A. Engage Residents

POLICY #A1 Continue to operate and grow an active Neighborhood Association to advocate for each other, the neighborhood and this plan

The Third Ward Neighborhood Association has a committed group of neighbors, who over the decades have greatly cared about their neighborhood's well-being. There is currently strong leadership and regular monthly business meetings. Fun social events are also held at Demmler Park. However,

increased citizen participation in the association and general neighborhood activities is needed to sustain what has been created and to strengthen community relationships. This capacity will be important when accomplishing the recommendations in this plan. The following is a list of actions the neighborhood can take to meet this objective.

- Empower residents and build their capacity for neighborhood leadership
- Continue association recruitment and train residents by using organizing and democratic civic engagement strategies like Clear Vision Eau Claire’s Toolkit²⁴
- Continue to hold regular association meetings
- Create community by fostering social events such as block parties, potlucks, thrift sales, sidewalk chalk contests, river floats, clean ups (e.g., Amazing Eau Claire Clean Up), driveway movie-nights, seasonal events like an Easter egg hunt, etc.
- Continue to run the Demmler Park community gardens
- Continue website²⁵ and social media²⁶ presence to communicate to neighbors and visitors²⁷ about relevant neighborhood news and public service resources/announcements
- Network and socially tie-in with Downtown Eau Claire Inc. (DECI) since the neighborhood is next to downtown
- Provide a communication and relationship link between neighborhood residents, the University, and the City about issues such as housing, street condition, parking, crime, etc.
- Participate in annual spring tour of the neighborhood to look for code-related problems
- Implement the neighborhood plan and work with the City to review private and public development projects that affect the neighborhood



Action Steps: Continue to run an active Neighborhood Association, implement the neighborhood plan, review development projects and empower new members

Responsibility: Third Ward Neighborhood Association

Timeframe: Ongoing

POLICY #A2 Maintain bylaws, non-profit status, and consider a neighborhood development corporation

The Third Ward Neighborhood Association has bylaws and non-profit status as a 501 (c)(4). Its purpose is to advocate for the welfare, common good, and civic betterment of its residents and neighborhood. For

²⁴ Clear Vision Eau Claire Toolkit. Retrieved March 7, 2019 at <http://ec.clearvisioneauclaire.org/>

²⁵ Third Ward Neighborhood Official Website. Retrieved March 7, 2019 at <http://www.thirdward.org/>

²⁶ Third Ward Facebook and Next Door pages. Retrieved March 7, 2019 at <https://www.facebook.com/ThirdWardNeighborhoodEauClaire/> and <https://nextdoor.com/neighborhood/thirdwardeauclaire--eau-claire--wi/>

²⁷ Visit Eau Claire’s Third Ward page. Retrieved March 7, 2019 at <https://www.visiteauclaire.com/blog/post/neighborhood-guide-third-ward/>

the present time, this organizational structure is working well. Its Steering Committee helps to facilitate business meetings, the community gardens, applying for grants, receiving donations and Community Development Block grant funds.

The Plan Update Steering Committee expressed interest in a future neighborhood development corporation (NDC) but wanted to wait and learn from the experience of the recently formed Historic Randall Park Neighborhood NDC. The NDC concept was a top priority in the *Neighborhood Revitalization Task Force Report* because they can operate differently and sometimes more efficiently than local governments or neighborhoods associations. They are usually community-based private not-for profit corporations acting on behalf of a particular neighborhood’s interest. They can offer community organizing, neighborhood resources, education, and programs, as well as real estate and economic development services.

Action Steps: Learn from and monitor other neighborhood associations’ activities to understand if a NDC makes sense for Third Ward

Responsibility: Third Ward Neighborhood Association

Timeframe: Ongoing

B. Market Place

POLICY #B1 Build a better sense of place

Often the little things can make a difference when trying to create a stronger sense of place. An entrance sign, community gathering bulletin board, iconic sculpture, or sidewalk art can be tangible ways to evoke resident pride for their neighborhood and let visitors know they have arrived. **The Plan Update Steering Committee agreed that Third Ward’s neighborhood identity needs to be strengthened.**

The Neighborhood Association could take advantage of the City’s Neighborhood Matching Grant program to match funds to enhance its physical identity. Entrance signs, neighborhood markers, unique street signs or banners, and interpretive signage conveying historical or environmental information are some ideas. The association could also work with neighbors in sponsoring a contest or perhaps together with graphic design college students, to develop neighborhood marketing materials for physical placement or for postings on the neighborhood’s website/social media sites. The UWEC is also a recommended partner to mutually enhance Third Ward.



Action Steps: Consider options listed above or others to improve the neighborhood’s identity

Responsibility: Third Ward Neighborhood Association, UWEC

Timeframe: Ongoing

Policy #B2 Actively work with Downtown Eau Claire Inc., realtors, lenders and builders to improve the image and livability opportunities for current and prospective residents

Though the real estate market is strong in the Third Ward, the Neighborhood Association should continue to market the advantages of the neighborhood to realtors and home improvement contractors. This plan itself can be used as a way to feature the neighborhood and market its positive qualities. More and more people are seeking to live in neighborhoods with character and that are walkable to amenity-rich areas like downtown. As a start, begin to have conversations with Downtown Eau Claire Incorporated (DECI), UWEC, realtors, lenders and builders by meeting with their representatives or inviting them to come speak at a Neighborhood Association meeting. This may also help clarify barriers that need to be better overcome and provide direction on how to work together in the future, such as targeting reinvestment in the northern section of the neighborhood.

Action Steps: Initiate conversations or meetings with DECI, UWEC, and development professionals to promote greater interest in Third Ward living

Responsibility: Third Ward Neighborhood Association

Timeframe: Ongoing

Policy #B3 Promote a healthy and sustainable neighborhood

Trends of healthy and sustainable living can be realized by residing in the Third Ward. As mentioned on page 42, the Invest Health project will begin with the Historic Randall Park Neighborhood but has an eye on how to replicate success in places like the Third Ward.

The compact shape of the neighborhood and its ease of access to parks and trails lends to walking and other physical activity. University and downtown jobs, services, an organic food grocery, and other amenities are within short distance. A resident may actually not need a car, reducing their expense and environmental impact.

There is already a strong natural resources stewardship ethic since the neighborhood is located along the Chippewa River and bounded by Putnam Park nature preserve. There are community gardens at Demmler Park that operate pesticide-free and with composting.

Many homes have the ability to tap the sun's free solar energy as a power resource. Xcel Energy provides renewable energy and voluntary programs²⁸ as well. Xcel, UWEC, Eau Claire Area School District, Eau Claire County, and the City have various goals to be carbon-free or neutral by



²⁸ Xcel Energy's Renewable*Connect Program. Retrieved on March 7, 2019 at https://www.xcelenergy.com/programs_and_rebates/residential_programs_and_rebates/renewable_energy_options_residential/renewable_connect_for_residences

2050. The City’s goal includes the community going 100% renewable energy by 2050.

These targets are ambitious in dealing with climate change but the City and Xcel will work together on a Renewable Energy Action Plan in 2019-2020 to chart a course forward. A net-zero energy building guide will be developed to better inform what residents and businesses can do to achieve greater energy efficiency and more renewables. An electric vehicle (EV) roadmap will also be created to help residents learn about the advantages of switching to EVs and how to install at-home charging solutions.

- Action Steps:** Promote healthy and sustainable living to residents via marketing and educational materials. Make available the net-zero energy building construction guide and electric vehicle roadmap; monitor the Invest Health initiative in Historic Randall Park Neighborhood
- Responsibility:** City, Third Ward Neighborhood Association and collaborate with Xcel, UWEC, School District, and County
- Timeframe:** Ongoing

C. Maintain Properties

POLICY #C1 Continue housing inspection and code enforcement programs

As discussed on page 52, *the Plan Update Steering Committee is very supportive of continuing existing efforts like the City’s code enforcement program and the Eau Claire City-County Health Department’s Housing Inspection Program.* They are vital to improve housing stock and persistent code violations, such as deferred maintenance or weeds growing between landlords’ properties. In 2019, the neighborhood’s exterior was surveyed under the housing inspection program. Pending results will be useful to the Neighborhood Association to better reveal the state of Third Ward’s housing condition and how to assist. Upon request, the association is also able to tour the neighborhood with code enforcement staff to address violations after winter time.

- Action Steps:** Support local government programs and work with their staff. Provide residents with contact information and distribute an updated City “Maintaining Neighborhood Standards” brochure.
- Responsibility:** Third Ward Neighborhood Association, City and collaborate with UWEC
- Timeframe:** Ongoing

POLICY #C2 Promote cleanup and beautification events

Partner with those interested in beautifying the neighborhood. The City’s Amazing Eau Claire Clean Up is one example to clean up trash after a long winter. Habitat for Humanity holds “Brush of Kindness” events in neighborhoods. The Neighborhood Association could organize an effort as well to address issues and help elderly or residents with disabilities that might not be able to maintain their property. Consider developing a contact list of those who need assistance. This list can be used not just for coordinating cleanup events, but for other volunteer opportunities. Finally, take advantage of bulk

pickup days offered by waste haulers and the annual UWEC and Health Department’s “Pack it up, Pass it on”/“Don’t Dump-It but Donate-it Day”.

- Action Steps:** Partner with others to help beautify properties within the neighborhood
- Responsibility:** Third Ward Neighborhood Association
- Timeframe:** Ongoing



POLICY #C3 Reduce waste hauling impacts including litter

The Plan Update Steering Committee expressed concerns over waste collection methods and desired to seek solutions to solve negative impacts. The first concern was the City/County minimum standard for recyclable collection is a small open container. These recycling bins often lead to litter problems if they are overfilled or the wind blows items out. The practice is outdated. Many haulers now offer larger 96 gallon carts with lids for single-stream recycling at no additional cost. The Neighborhood Association will help spread notice to residents to help reduce litter and improve recycling.

The second concern was the numerous haulers driving through the neighborhood during collection day causing noise, air pollution and extra wear on City roads. The Sustainability Chapter of the *Comprehensive Plan* (page 15-16)²⁹ has policy considerations to evaluate if waste pick-up zones should be assigned to reduce the total number of haulers in a given neighborhood. As a more immediate alternative, the neighborhood could once again form a collective subscription arrangement with a private hauler for improved pricing and reduced negative environmental impacts.

- Action Steps:** Work with waste haulers to find solutions to problematic waste collection methods that negatively impact the neighborhood.
- Responsibility:** Third Ward Neighborhood Association, City, County and haulers
- Timeframe:** 2020-2025

²⁹ Eau Claire Sustainability Chapter of the Comprehensive Plan. Retrieved March 7, 2019 at <http://eauclairewi.gov/home/showdocument?id=10541>

APPENDIX A

City Council Resolution

No. 2020-22

RESOLUTION

RESOLUTION ADOPTING THE UPDATE OF THE THIRD WARD NEIGHBORHOOD PLAN AS PART OF THE CITY'S COMPREHENSIVE PLAN.

WHEREAS, the Eau Claire City Plan Commission has studied and considered the update of the Third Ward Neighborhood Plan as part of the City's Comprehensive Plan; and

WHEREAS, the City Plan Commission recommended adoption of the update of the Third Ward Neighborhood Plan on January 6, 2020, and made a finding that said plan is consistent with the City's Comprehensive Plan.

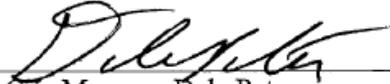
NOW, THEREFORE, BE IT RESOLVED that pursuant to Wis. Stats. Sec. 66.1001, the City Council, as an aid to the Plan Commission and the City Council in the performance of their duties, does hereby adopt the update of the Third Ward Neighborhood Plan, a copy of which is on file in the office of the City Clerk and open to public inspection during normal business hours, as part of the Comprehensive Plan of the City of Eau Claire and is incorporated into this plan by reference.

BE IT FURTHER RESOLVED that in adopting this update of the Third Ward Neighborhood Plan, that the City Council finds said plan to be consistent with the City's 2015 Comprehensive Plan, specifically the Neighborhoods and District Plan Chapter Objective 5, Policy 1 (Neighborhood Planning).

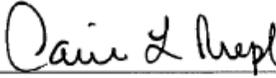
Adopted,
January 14, 2020

(SEAL) 

President Terry L. Weld

(SEAL) 

City Manager Dale Peters

(ATTESTED) 

City Clerk Carrie L. Riepl

APPENDIX B

Plan Commission Resolution

RESOLUTION RECOMMENDING ADOPTION OF THE UPDATE OF THE THIRD WARD NEIGHBORHOOD PLAN

WHEREAS, the Third Ward Neighborhood Association requested the Eau Claire City Plan Commission to update the neighborhood plan for the Third Ward Neighborhood which was last updated in 2001; and

WHEREAS, the Plan Commission has directed the Department of Community Development to work with the Third Ward Neighborhood Association in the update of the neighborhood plan; and

WHEREAS, the Third Ward Neighborhood Association and the Department of Community Development have drafted an update for the neighborhood that includes: a neighborhood profile, identification of issues, development of goals and improvement strategies, and recommendations to address issues and problems that have been identified; and

WHEREAS, the City of Eau Claire adopted a Comprehensive Plan on September 22, 2015, in accordance with the provisions of Wis. Statutes, Section 66.1001; and

WHEREAS, the City Plan Commission finds the update of the Third Ward Neighborhood Plan to be consistent with said Comprehensive Plan, specifically the Neighborhoods and District Plan Chapter Objective 5, Policy 1 (Neighborhood Planning).

NOW, THEREFORE, BE IT RESOLVED that the Eau Claire City Plan Commission recommends to the City Council that the update of the Third Ward Neighborhood Plan be adopted as part of the City of Eau Claire's Comprehensive Plan.


Secretary, Terry Pederson

Adopted,

January 6, 2020

APPENDIX C

Engagement Strategies Letter



COMMUNITY DEVELOPMENT

Economic Development: (715) 839-4914
Inspections: (715) 839-4947
Planning: (715) 839-4914
Fax: (715) 839-4939

June 12, 2018

Dear Resident/Business Owner:

The City of Eau Claire is updating the 2001 Third Ward Neighborhood Plan in conjunction with neighborhood representatives. It is important to gather input from all residents and businesses within the neighborhood to understand what the plan should address related to housing, transportation, public services and other topics. Thus, an online survey has been created to ask several questions. The survey can be found by typing the following address into your web browser.

<https://www.surveymonkey.com/r/eaucraithirdward>

The survey takes about 10 minutes and is confidential. Please refer to the map on the back of this letter to answer the first question. Survey responses must be completed by July 8th.

City staff will also hold some "coffee chat" times for people who may want to provide additional input. These will be held at the neighborhood's 420 Internet Café at 420 Washington Street.

Friday, July 6th, 7:00 a.m. to 9:30 a.m.

Tuesday, July 10th, 11:00 a.m. to 1:30 p.m.

The existing Third Ward Neighborhood Plan can be found at <http://www.ci.eau-claire.wi.us/home/showdocument?id=993>

For questions or to provide other feedback, please contact Ned Noel, Associate Planner at 715-839-4914 or by email at ned.noel@eaucraithewi.gov

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