



2 Vision, Goals, Objectives, and Policies

A vision statement identifies where an organization (Eau Claire County) intends to be in the future and how to meet the future needs of its stakeholders. The vision statement incorporates a shared understanding of the nature and purpose of the organization and uses this understanding to move towards a greater purpose together. The statement is written in present tense and articulates and describes the values, positive attributes, and desired future condition.

Vision Statement

Eau Claire County is a healthy, safe, prosperous and diverse community that seeks to balance sustainable, high-quality growth and economic development with the protection and conservation of agriculture and natural resources.

Residents value their high quality of life and investments that further opportunities for all county residents. Chief among these values and quality of life indicators are a strong and diverse economy, world-class education, a range of quality housing choices, year-round recreation, a healthy community, and an appreciation of and participation in arts and culture.

General Goals

Each section of this chapter contains goals specific to one of the nine elements of the comprehensive plan. The following three goals are general in nature, and along with the vision statement, will guide actions Eau Claire County makes in the future. If there is a question regarding a decision that is not clearly conveyed in the details of this comprehensive plan, then the decision shall be based on the intent of the vision statement and the general goals. The essence of these recommendations, reflected in the Vision statement and throughout the entire plan, is to create a sustainable future for Eau Claire County. A sustainable community is one where economic prosperity, ecological integrity and social and cultural vibrancy live in balance. For Eau Claire County, a sustainable future will create conditions that:

- Protect and improve the health, safety, and welfare of residents in Eau Claire County.
- Preserve and enhance the quality of life for the residents of Eau Claire County.
- Protect and reinforce the unique assets (environmental, social, and economic) within Eau Claire County.

Each element of the comprehensive plan contains goals, objectives, and policies developed during the planning process based on the information contained in Chapter 5, Existing Conditions. This section defines goals, objectives, and policies as follows:

- **Goal:** A goal is a long-term target that states what the community wants to accomplish. Written in general terms, the statement offers a desired condition.
- **Objective:** An objective is a statement that identifies a course of action to achieve a goal. They are more specific than goals and are usually attainable through planning and implementation activities.
- **Policy:** A policy is a general course of action or rule of conduct that should be followed in order to achieve the goals and objectives of the plan. Policies are written as actions that can be implemented, or as general rules to be followed by decision-makers. Policies that direct action using the words "shall" or "will" are mandatory aspects of the implementation of the Town of Washington Comprehensive Plan. Those policies using the words "should," "encourage," "discourage," or "may" are advisory and intended to serve as a guide.



Figure 2.1 The "Three-Legged Stool" of Sustainability

While this Plan includes goals, objectives, policies, and actions aimed at influencing land use decisions within the County, inclusion in the Plan alone may not yield desired results without concerted inter- governmental cooperation efforts. Residents, landowners, and developers are encouraged to review the goals, objectives, and policies included within the approved comprehensive plans of local municipalities.

2.1 Housing

2.1.1 Issues or Opportunities Raised During the Planning Process

The Steering Committee discussed housing trends and identified housing affordability and supply as primary issues. The Committee discussed the need for additional housing options to be offered to provide options for residents of all ages, including first-time buyers and seniors. Ideas discussed included promoting a wider variety of single-family housing types, with multi-family being more difficult due to typically rural locations and lack of municipal sewer and water to serve them. Accessory Dwelling Units, also known as ADUs, were discussed as a method of providing multi-generational housing and potentially increasing housing supply, which may also positively impact affordability.

Housing Prices 2012 - 2018

Home prices increased by **37%**

Household income increased by only **6.5%**
(52,081 to \$55,480)

Housing costs are increasing **5.7x faster** than incomes

Year	# Home Sales	Median Sale \$
2012	1,197	\$129,900
2013	1,265	\$143,000
2014	1,257	\$138,000
2015	1,663	\$147,900
2016	1,539	\$156,000
2017	1,542	\$169,950
2018	1,541	\$178,000
Average	1,429	\$151,821

Figure 2.2 Housing Prices 2012-2018

2.1.2 Goals, Objectives and Policies

Goal 1

Plan for a range of safe, attractive, and affordable housing to meet existing needs and forecasted housing demands of all residents

Objectives:

1. Throughout Eau Claire County, plan for a range of housing that meets the needs of residents of various incomes, ages, and health statuses.
2. Collaborate with municipalities, state, and federal agencies, and community agencies and stakeholders to promote provision of safe and affordable housing for persons and households with special needs, such as the disabled, elderly, and housing insecure.
3. Ensure that homes are built and maintained to levels deemed safe by applicable building, zoning, or property codes.

Affordable housing can provide stability, improve mental and physical health, and frees family resources for healthy food and health care.

Policies:

1. The County encourages town and municipal officials to foster provision of affordable, senior, and special needs housing in discussions with developers regarding new residential growth. Explore opportunities to provide incentives for developers and homebuilders that create these housing units, especially within and near urbanized areas.
2. The County encourages concentrating residential development at appropriate densities in designated growth areas.
3. The County encourages communication and collaboration among staff within the Eau Claire County Department on Aging and Resource Center, Eau Claire County Housing Authority, the Eau Claire City-County Health Department, local leaders, and planning staff at county and local levels to address the housing needs of elderly, special needs, and low to moderate-income residents in Eau Claire County.

4. The County encourages municipalities to reuse and redevelop properties within their jurisdictions for residential uses that could provide opportunities for affordable, senior, and special needs housing.
5. The County will continue to consistently administer and enforce the Uniform Dwelling Code, requiring inspection of new structures and repair of unsafe and unsanitary housing conditions.
6. The County of the zoning ordinance (Title 18 of the County Code) in all zoned towns to protect the health, safety, and welfare of occupants and the community.
7. The County supports programs that maintain or rehabilitate the local housing stock, including those administered by the Eau Claire County Housing Authority, such as the Housing Rehabilitation Loan Programs; the Wisconsin Home Energy Assistance Program (WHEAP; administered by Western Dairyland); the USDA Section 504 Home Repair Program; FHA Title I Property Improvement Loans; the Wisconsin Weatherization Assistance Program (WAP); and the U.S Department of Housing and Urban Development (HUD) programs, including the HOME program, Section 108 loan program, and Community Development Block Grant (CDBG) program.
8. The County encourages voluntary efforts by private homeowners to maintain, rehabilitate, update or otherwise make improvements to their homes. Examples of dangerous and unhealthy conditions requiring remediation include lead paint, lead pipes, and radon gas.
9. The County encourages the development of energy efficient housing, such as the Focus on Energy program, to support the County's goal of reaching carbon neutrality by 2050.

Goal 2

Plan for housing types and densities that are harmonious with the predominantly rural character of the County

Objectives:

1. Manage residential development to prevent conflicts between incompatible land uses and to minimize the environmental impact of residential growth.
2. Emphasize control of residential density and site design rather than lot size alone.
3. Retain farm-based residences and single-family homes as the preferred type of housing in areas not served by public sewer and water facilities.
4. Support a diversity of housing types, including intergenerational and mixed-income housing, within urban areas or rural hamlets.

According to the Community Survey, 79.5% of respondents support new residential development that prioritizes a mix of housing types (single-family detached, twin homes, duplexes), and sizes and price points to accommodate a range of ages and incomes (Appendix A).

Policies:

1. The County encourages higher density residential land uses within or near existing developments and lower residential densities near existing agricultural lands in order to maximize the efficiency of publicly funded infrastructure and to retain the predominantly rural character of the County.
2. The County encourages development of multi-family apartment buildings, senior housing and special needs housing within the County in areas in proximity to basic services, employment, transportation infrastructure and services, urban utilities or rural hamlets. These types of housing development should be located where residents can safely walk to community services and neighborhood retail and service establishments.
3. The County encourages farmsteads and single-family homes as the primary residential building types in unincorporated areas.
4. The County encourages clustered development and conservation subdivisions in appropriate areas, such as wooded properties, in order to minimize conversion of agricultural or open space land. The County may

According to the Community Survey, many residents feel that high density development (44%), smaller lot sizes (35.4%), and multi-family housing (36.4%) present a threat to their property values or quality of life (Appendix A).

consider incentives for developments that use this development tool. (An example may include facilitating higher- density developments than permitted by local comprehensive plans or zoning regulations in return for meeting conservation subdivision design principles)

5. The County encourages infill of buildable vacant lots in existing subdivisions prior to approval of new subdivisions.

2.2 Transportation

2.2.1 Issues or Opportunities Raised During the Planning Process

Steering Committee discussed the ongoing shortfalls experienced by the County and Town in adequately maintaining existing roadways. The Committee discussed how additional funding sources such as the Vehicle Registration Tax can help fund specific projects and the significant improvements in roadway conditions overall and improvements in efficiency that have taken place over the last several years under the current Highway Commissioner.

According to the Community Survey, a large majority (76.5%) of respondents believe that the roads where they live are adequate to meet their needs (Appendix A).

2.2.2 Goals, Objectives and Policies

Goal 1 *Provide for a safe, efficient, multi-modal, and well-maintained transportation network for all residents, farmers, commercial and emergency vehicles*

Objectives:

1. Maintain the County's transportation network at a level of service and surface condition desired by residents and businesses.
2. Enhance multi-modal opportunities for Eau Claire County citizens, including seniors, children, persons with disabilities, and low-income residents.
3. Manage access and design of the transportation network in order to effectively maintain the safe and functional integrity of roads within the County's jurisdiction.
4. Coordinate major transportation projects with Eau Claire County municipalities, adjoining counties, the WisDOT, and land use development.

Policies:

1. Incorporation of Pedestrian and Bicycle Facilities
 - a. When County roads are reconstructed or resurfaced, incorporate striped shoulders safe for bicycling in areas planned for such facilities in the 2019 Eau Claire County Bicycle and Pedestrian Plan.
 - b. The County encourages municipalities to require that new developments address the necessity of adequate walking & bicycling routes in residential and commercial areas, including safe routes to school for school-age children and bicycle parking facilities at appropriate destinations such as schools, parks, and businesses. Bicycle and pedestrian trails within developments should be designed to connect to adjacent developments and existing or planned pedestrian or bicycle facilities.
 - c. The County will work to leverage state and federal funds to implement projects identified in locally-adopted bicycle and pedestrian plans, including the Eau Claire County Bicycle and Pedestrian Plan, the Chippewa-Eau Claire Metropolitan Planning Area Bicycle and Pedestrian Plan 2017-2027, City of Eau Claire Bicycle and Pedestrian Plan, and the Eau Claire County Outdoor Recreation Plan that relate to bicycle and pedestrian facilities.
2. Coordination of Public Transit Planning
 - a. The County will collaborate with local municipalities to provide transportation services senior citizens have opportunities to provide input regarding changes in service. The County supports planning

efforts by Eau Claire Transit to expand or improve services to all residents. The County will assist with coordination of planned transit service extensions into new growth areas identified in this Plan. The County should consider developing a Regional Transit Authority (RTA) to address transit needs.

- b. The County will limit land use development adjacent to the Chippewa Valley Regional Airport (CVRA) in order to preserve the ability of the airport to continue to grow to meet the future demands of the region. The County supports increased levels of service at the CVRA for passenger air travel to a greater number of destinations. The County supports the Chippewa Valley Regional Airport Master Plan's promotion of compatible land uses.
 - c. The County will work with the Chippewa-Eau Claire MPO and the WisDOT to support long-term goals for high-speed rail in the upper Midwest, with the understanding that the system could include a linkage to the City of Eau Claire providing convenient access to major Midwestern cities for Chippewa Valley residents.
 - d. The County will consider the priorities and strategies of the Clear Vision Eau Claire Plan as adopted in 2008.
3. Protection of Roadways – The County supports intergovernmental agreements that define the responsibilities of the developer and local towns regarding any required improvements to roadways and funding of such improvements. The County or local towns can also require that the property owner, or their agent, fund the preparation of a traffic impact analysis by an independent professional prior to approving new development. Where appropriate, the County can designate weight restrictions and truck routes, to protect local roads.
 4. New Roads & Driveways – The County supports the use of the existing road network to the greatest extent possible before creating additional roads to accommodate future development in order to minimize land disturbance and to make efficient use of tax dollars. New roads shall be built according to County or local standards and inspected before accepting for dedication. The County will maintain access, site and design requirements for new roads and driveways that aim to reinforce the rural character of the County and safe transportation facilities (Refer to Section 2.8). The County will coordinate rural addressing, road naming, and driveway siting to ensure safe and adequate emergency response services.
 5. Maintain Condition Standards for County Roadways – The County will strive to maintain an average PASER rating of 7 for all County Roads (considering budgetary constraints), and establish and prioritize future road projects based on the applicable PASER scores, ADT data, and future land use plans and development.
 6. Coordination of Improvements to State and County Highways – Stay apprised of the WisDOT efforts to maintain and improve state transportation facilities. The County will provide leadership and coordination to improvements to county and local roads whenever feasible.
 7. Joint Planning of Roads that Cross Jurisdictions – The County will work with local communities, as well as adjacent counties to plan, construct and maintain those roadways that affect both jurisdictions, including cost sharing where appropriate.

"PASER" – Pavement Surface Evaluation & Rating. The WisDOT recommends municipalities maintain an average rating of "7" on all roads.

2.3 Energy, Utilities, and Community Facilities

2.3.1 Issues or Opportunities Raised During the Planning Process



In April, 2019 the Eau Claire County Board of Supervisors adopted a resolution to establish goals of 100% renewable energy and carbon neutrality by the year 2050. This is the latest of several commitments the County has made to improve energy efficiency in its own operations and promote standards and practices in the community that reduce greenhouse gas emissions through renewable energy sources and other sustainability initiatives. It is recognized that these efforts will require significant resources and a commitment to cooperation and partnerships with local utility providers, businesses, industries, stakeholders, and other municipalities to achieve measurable success.

Protect public health and high-quality land and water resources through proper disposal of solid waste, proper treatment of sewage, and stormwater management

Objectives:

1. Ensure that public and private utilities are constructed and maintained according to professional and governmental standards and do not detract from the rural character of the unincorporated parts of the County.
2. Phase new development in a manner consistent with future land use plans, public facility and service capacities, and community expectations.
3. Protect Eau Claire County's high-quality land and water features through careful consideration of the effects of development and associated utilities.



Policies:

1. Sanitary Sewer – The County encourages Towns to manage density and minimum lot sizes to allow adequate space for replacement of private on-site sewage systems. Ensure that existing public and private septic systems are adequately maintained and inspected on a regular basis, and that new private, shared, or public septic systems are designed, sited, constructed, and inspected according to State and County regulations. The County encourages municipalities to perform regular maintenance of their wastewater treatment facilities and associated utilities to protect the public and environmental health of the area. The County encourages long-range sanitary sewer system planning with cities, villages, and the appropriate towns to accommodate projected county-wide growth and development. The County encourages community/group wastewater treatment options where there are concentrations of existing or planned development located some distance from public services and/or where there are particular problems with the siting or maintenance of on-site systems. Responsibility for long-term maintenance of these systems shall be determined prior to approval.
2. Water Supply – The County encourages landowners with private wells to properly maintain and monitor their wells through inspection and water testing as necessary or required by WIDNR regulations. Landowners with private wells that are no longer in use shall properly close and abandon wells according to Wisconsin DNR regulations. The County or local Town can require that the property owner, or their agent, fund the preparation of a groundwater impact analysis from an independent soil scientist or other related professional prior to approving new developments in areas where groundwater quality or quantity is a concern. The County encourages municipalities to complete wellhead protection plans for all public wells to protect the quality of drinking water. The County encourages communities and individuals to practice water conservation in order to protect groundwater as a long-term resource.
3. Stormwater Management – The County will work with the WIDNR and local developers to minimize stormwater quality and quantity impacts from development. Natural drainage patterns, including existing drainage corridors, streams, floodplains, and wetlands will be preserved and protected whenever possible to take advantage of natural stormwater management facilities. Developers shall be responsible for erosion control and stormwater quality and quantity control both during and after site preparation and construction activities in accordance with Eau Claire County's Land Conservation and Surveying Code. The use of Best Management Practices (BMPS) is highly encouraged.
4. Solid Waste and Recycling – Ensure that solid waste collection, and disposal services protect public health and the natural environment. Maintain awareness regarding local solid waste disposal services and prepare to intervene if necessary. Enforce the requirements of the Eau Claire County Recycling Program and encourage participation in the Clean Sweep program for the disposal of household hazardous waste materials.

Objectives:

1. Monitor satisfaction with county emergency services and other utility or community services and seek adjustments as necessary to maintain adequate service levels.
2. Ensure that public buildings and associated equipment continue to meet the needs of County staff and residents.
3. Utilize energy saving technologies and best practices in County facilities and operations wherever economically and technologically feasible to increase efficiency, save taxpayer dollars, and further County sustainability goals.
4. Improve access to broadband internet access for County residents, with specific focus on unserved or under-served areas.
5. Provide the appropriate level of community services and administrative facilities and practices to meet community needs while balancing associated costs (taxes/fees).

Policies:

1. Power Plants, Transmission Lines, Broadband Internet Facilities, and Telecommunication Facilities – The County will actively participate in the planning and siting of any major transmission lines, facilities, natural gas lines, utility-scale solar installations, wind towers, broadband internet facilities (e.g. fiber optic cables) or telecommunication towers to ensure compatibility with adjacent land uses and provision of high-quality services to residents. If such facilities are proposed, they should be located in areas that will not adversely impact existing residential uses and livestock facilities. Underground placement and co- location (or corridor sharing) of new utilities is encouraged to protect community character.

According to the Community Survey, most respondents (79.1%) have between “fair” and “excellent” quality of internet service at their home (Appendix A).
2. Energy Conservation – The County will support the efforts of energy providers, government agencies and programs, and others to meet greenhouse gas reduction and grid decarbonization goals, and to inform and educate residents about energy conservation measures. The use of energy-efficient materials or designs is highly encouraged, including LEED certification, where appropriate. The County will prioritize the use of energy efficient alternatives when upgrading local buildings or equipment.

According to the Community Survey, many respondents (76.5%) believe public buildings built in Eau Claire County should be required to follow sustainable green design principles (Appendix A).
3. Cemeteries – The County encourages local communities to maintain cemeteries and to coordinate with church associations and local property owners regarding the need for additional cemeteries or cemetery expansion.
4. Special Needs Facilities – The County will work with municipalities in the County to identify needs for and improve access to special needs facilities (e.g. health care, childcare) for current and future County residents. Actively participate in the planning and siting of any new special need’s facility.
5. Law Enforcement – The County will work with Towns served by the Eau Claire County Sheriff’s Department to ensure that their law enforcement needs are met. The County will collaborate with Police Departments in cities and villages to improve efficiencies in law enforcement activities and ensure the safety of Eau Claire County citizens.
6. Emergency Services – The County will work with area emergency care providers and fire departments to maintain adequate provision of emergency services for county residents and businesses, and review service provision levels with appropriate agencies annually.

- Chapter 1
- Chapter 2
- Chapter 3
- Chapter 4
- Chapter 5
- Appendices
7. County Facilities – The County will periodically evaluate the condition of public facilities and associated equipment to ensure that it will continue to meet County needs. When prudent the County Board may convene special committees/studies to evaluate the need to expand, renovate, or build new County facilities. Facility and equipment upgrades should prioritize utilization of energy-saving technologies, as feasible.
 8. County Fees – The County or local Town may require developer agreements or fees to recoup the costs associated with processing, reviewing, or inspecting land use proposals and permits, including pass-through fees for consultants hired by the County to assist with technical reviews. The County can also assess impact fees to recoup the measurable capital costs necessary to support new developments (in accordance with State Statutes).

Goal 3

Provide adequate access to quality educational and recreational facilities for residents of all ages to support equity and life-long learning and recreational opportunities

Objectives:

1. Support local school districts, technical colleges, universities, and community libraries in their efforts to increase community education.
2. Monitor the adequacy of park and recreational facilities through the 5-year County Outdoor Recreation Plan (CORP) and identify areas where improvements are needed to improve accessibility and use for all County residents.

Policies:

1. K-12 Schools – The County will coordinate planning efforts with the school districts that serve the County in order to allow them to anticipate future growth and demographic changes and respond with appropriate facilities. New development near school facilities shall be limited to land uses that do not pose threats to public health or safety. The County encourages municipalities to develop “Safe Routes to School” plans, which aim to improve the ability of students to walk and bicycle safely to school.
2. Continuing Education Opportunities – The County will work with the Chippewa Valley Technical College, the University of Wisconsin-Eau Claire, UW-Extension, and other organizations to ensure that County residents of all ages have access to programs for job training and continuing education.
3. Libraries – The County will work with municipalities and area libraries to support efficient and cost-effective access to public library facilities for all County residents.
4. Parks & Recreation Facilities – The County will maintain existing County Parks and County Forests as focus areas for active and passive recreation, community gatherings, and appreciation of natural areas. The County will work with the WIDNR and area municipalities to identify needs for additional parks and natural areas and to develop and maintain these areas if needed. The County encourages the connectivity of local park and recreational facilities with regional facilities (such as the Chippewa River State Trail), via bike trails or marked routes on existing roads. The County will promote greater public access to lakes and streams by maintaining and improving existing access points and securing new public access points as land is subdivided next to water bodies. The County or local Towns can require all proposed residential subdivision developments to dedicate land, or pay a fee in lieu thereof, for public parks, recreation, and open space acquisition and development (in accordance with State Statute).

Access to quality education is a building block for better individual health and family outcomes later in life. (Gilmore, “Raising our quality of life: The importance of investment in arts and culture” Centre for Labour and Social Studies, November 2014).

2.4 Agricultural, Natural, and Cultural Resources

2.4.1 Issues or Opportunities Raised During the Planning Process

While agriculture remains a primary industry in Eau Claire County, there are a number of trends that pose long-term threats to the industry, including loss of farmland to non-farm development, retirement of farmers with few young people entering the profession, an increase in number of out of state farmers who rent land rather than own, financial pressures for aging farmers to maximize their profits by selling farmland for non-farm uses, which tend to yield higher prices per acre than agricultural land, and a myriad of external forces such as tariffs, federal policies, and market trends that make farming and dairying less economically feasible for many small operators. The long-term consequences of these trends are concerning and the County should be proactive in supporting policies and initiatives that serve to protect valuable farmland, provide flexibility for a range of agriculturally-related activities (such as ag-related tourism and business), and recognize the importance of supporting farmers and their families in maintaining the economic viability of agriculture in the County. Many regulatory tools are in place, including the Eau Claire County Farmland Preservation Plan, the Agricultural-Preservation Zoning District, the Golden Triangle Agricultural Enterprise Area (AEA), and an Agriculture Compatible Residential (AC-R) zoning district is proposed to be added to the zoning ordinance as part of the comprehensive code update.



2.4.2 Goals, Objectives and Policies

Goal 1

Preserve farmland and the rural landscape as a viable foundation for a strong agricultural economy

Objectives:

1. Minimize the development and fragmentation of agricultural land, while preserving choices for farmers.
2. Manage the density and site design of new development near existing agricultural operations and agricultural land.
3. Support development of small-scale non-commodity agricultural operations that support local food production including eggs, honey, fruits and vegetables, flowers, nursery stock, etc.

Farmland Preservation can contribute to food security through local production, increases available fresh produce, and supports the local economy and job market.

Policies:

1. The County will work with Towns that have adopted zoning to encourage enforcement of agricultural zoning. Rezoning of an agricultural district to a non-agricultural district will not be permitted unless identified as such on the County and applicable Town's future land use map. The County will support the use of a density-based zoning program that allows for the clustering of future residential development on smaller parcels to provide farmers a viable alternative to converting large parcels of productive agricultural land to a non-agricultural use.
2. The County encourages the placement of new development in areas away from productive agricultural land and discourages fragmentation of agricultural land in order to protect the continuity of farmland areas for future use.
3. The County will support and promote agriculture-related tourism, such as you-pick orchards and vineyards, as a means of enhancing the agricultural economy and exposing more urban residents to
4. The County will collaborate with UW-Extension, Towns, and farmers to identify strategies to assist farms in maintaining economic viability, including diversifying agricultural production and promoting farming as a career path for young people.

Goal 2

Minimize land use conflicts between farm and non-farm uses, as well as between farms

Objective:

1. Maintain sustainable farming and forestry operations.
2. Ensure that residents understand the “Right to Farm” law and are familiar with the effects from acceptable farming practices.

Policies:

1. All farming or forestry operations are encouraged to incorporate the most current “Best Management Practices” or “Generally Accepted Agricultural and Management Practices” (GAAMPS) as identified by but not limited to the following agencies:
 - a. Wisconsin Department of Agriculture, Trade and Consumer Protection
 - b. Wisconsin Department of Natural Resources
 - c. Eau Claire County
 - d. University of Wisconsin Extension
 - e. National Resource Conservation Service
2. The County or local Town may require the owner of any new residence within an agricultural district to sign and record in Eau Claire County Register of Deeds Office a right-to-farm disclosure at the time of purchase, and all subsequent owners of the lots shall be required to sign and record in the Register of Deeds Office a right-to-farm disclosure.

According to the Community Survey, a large majority of respondents (82.4%) feel that sustainable agricultural practices are important to ensure healthy environment and economic success within Eau Claire County (Appendix A).

Goal 3

Protect sensitive environmental resources, wildlife habitat, rural vistas, and local cultural resources for current and future residents of Eau Claire County

Objective:

1. Ensure the long-term preservation of sensitive environmental corridors and networks of open space in Eau Claire County, including access to green spaces, parks, recreation areas, waterways, and trails.
2. Ensure the long-term preservation of water resources and air quality in Eau Claire County.
3. Identify and promote the preservation of the County’s cultural, historic, and archaeological resources that celebrate the County’s heritage.

Policies:

1. The County will strictly limit development in areas that have documented threatened and endangered species, or have severe limitations due to steep slopes, poor soils, or sensitive environmental areas such as wetlands, floodplains, streams, and areas identified as having high groundwater contamination susceptibility in order to protect the benefits and functions they provide. The County shall require these natural features to be depicted on all site plans, preliminary plats, and certified survey maps in order to facilitate preservation of natural resources.
2. In areas designated as permanent open space or environmental corridors, the County will consider allowing appropriate educational or recreational activities to enhance appreciation of their cultural, historic, and natural resource value.
3. The County encourages compliance with agricultural and non-agricultural performance standards for surface and groundwater protection.

4. The County encourages identification and remediation of brownfields, potentially contaminated sites, and polluted watersheds.
5. The County supports programs that prevent the spread of exotic species, restore natural areas to their native state, and reduce non-point and point source pollution into local waterways.
6. The County will enforce policies and procedures for extraction operations including requiring reclamation plans to ensure compatibility with adjacent uses and to minimize impacts to natural resources.
7. The County encourages maintenance and adaptive reuse of historic areas and buildings, including barns and silos. The County will ensure that any known cemeteries, human burials, or archaeological sites are protected from encroachment by roads or other development activities. Construction activities on a development site shall cease when archaeological artifacts are uncovered during either land preparation or construction. The developer shall notify the appropriate jurisdiction of such potential discovery.
8. The County will promote “heritage tourism” (e.g. local festivals, fairs, farm tours, and farmers markets) that celebrate the County’s heritage and rural setting.

2.5 Economic Development

2.5.1 Issues or Opportunities Raised During the Planning Process



Although unemployment is at historic lows and the overall economy is currently stable and growing, there are a number of significant issues that raise concern for the local economy, including persistently high poverty rates, growing income inequality, housing affordability issues, employers challenges in finding skilled employees (the so-called “skills gap”), outmigration of college graduates (the so-called “brain drain”), and continued challenges in the agricultural sector.

It is recognized that a regional strategy for pursuing economic development is most likely to achieve the desired results of attracting higher paying jobs and industries to the area. It is also acknowledged that partnerships with institutions

of higher-education and industries is vital in growing and developing the local economy. The County has participated in several initiatives aimed at addressing these issues, including the 2016-17 Economic Development Summit, which brought together a diverse group of stakeholders to discuss ideas to improve the efficiency and effectiveness of economic development service delivery in the region.

In 2017 Eau Claire County, in partnership with the City of Eau Claire, the City of Altoona and a multitude of community stakeholders, participated in the Future Regions Initiative which explored strategies to develop and nurture the burgeoning creative economy in the Chippewa Valley.

The County desires to support and build upon the work that has been done, and wishes to be a partner and supporter of forward thinking, sustainable economic development programs and initiatives that leverage our existing strengths and assets to benefit all sectors of society, with particular emphasis on economic development in rural unincorporated areas of the County.

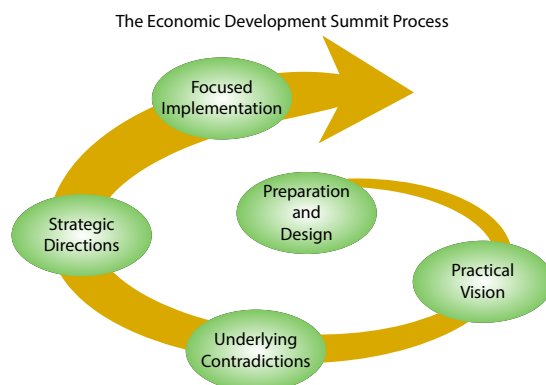


Figure 2.3 The Economic Development Summit Process

According to the Community Survey, a large majority of respondents (82.4%) feel that sustainable agricultural practices are important to ensure healthy environment and economic success within Eau Claire County (Appendix A).

Goal 1

Attract and retain businesses and industries that strengthen and diversify the local economy

Objectives:

1. Collaborate with municipalities and economic development organizations to develop a long-term area strategy based on sustainable economic development principles.
2. Recruit and retain local & regional businesses that strengthen and diversify the economic base, expand and enhance the tax base, improve wage and salary levels, and utilize the resident labor force and existing infrastructure.

Policies:

1. The County supports strengthened connections between area colleges and universities and businesses that utilize skills obtained through Eau Claire County's vocational and professional programs.
2. At the county level, continue to administer economic development programs and monitor the success of businesses utilizing the programs. The County encourages the Eau Claire Area Economic Development Corporation to do the same.
3. The County supports the use of "buy-local" programs that focus on purchasing products and materials from area businesses.
4. The County encourages the expansion and addition of agricultural businesses, tourism businesses, light industrial and high technology manufacturing businesses that provide high wage employment opportunities for area residents without diminishing the quality of natural, historical, or cultural resources in the County.
5. The County encourages local communities to specialize in an economic development approach that takes advantage of their respective strengths and assets.

According to the Community Survey, support for agriculture (80%) and agricultural business development (77%) in rural areas of the County was very strong (Appendix A).

Goal 2

Maintain and support a predominately agricultural-based economy within rural portions of the County

Objectives:

1. Maintain agriculture and agriculture-related businesses as the major economic industries in rural portions of the County.
2. Enhance connections with a variety of local, regional, national, and international markets for Eau Claire County's agricultural products, with a focus on markets that allow a greater portion of the profit from agricultural products to remain in the region.

Policies:

1. The primary focus for economic development in rural portions of the County will be the support of agriculture, agricultural-related businesses, and cottage industries. Other commercial and industrial businesses not compatible with the rural character of the County will be encouraged to locate in urban locations, or areas such as rural hamlets, where adequate transportation and utility facilities exist to serve more intensive business developments.
2. The County will collaborate with the Eau Claire County Economic Development Corporation (EDC), UW-Extension, and the Department of Agriculture, Trade, and Consumer Protection to develop a regional marketing strategy for local agricultural products.

3. The County will collaborate with UW-Extension and other entities to explore ways to diversify and add value to food crops and animal products raised in Eau Claire County. Include support for local agriculture when feasible in County purchasing policies and economic development efforts.
4. The County supports new and existing businesses that utilize local agricultural products or that provide important agricultural inputs (farm equipment, new farm technologies, etc.).
5. The County encourages the development of specialized farm-based businesses focused on food for local and regional markets (small-scale food processing, fresh produce, organics, etc.).

A cottage industry is generally defined as a small business located entirely within a dwelling, or as an accessory structure located on the same lot or tract as a dwelling, which complies with the requirements of local code. The use is clearly incidental and secondary to the use of the property and is compatible with adjacent land uses. Cottage industries generally employ less than five full time employees, generate low traffic volumes, and have little or no noise, smoke, odor, dust, glare, or vibration detectable at any property line.

Goal 3

Promote tourism as an important aspect of the area economy

Objectives:

1. Build on Eau Claire County's agricultural areas, natural resources, cultural resources, and local arts to promote tourism, including bicycle tourism.

Policies:

1. The County supports the development of tourist-supportive businesses and events (ag-related tourism, specialty retail stores, historic buildings, conferences, festivals) as a means to increase tourism.
2. The County will work in collaboration with Visit Eau Claire, Travel Wisconsin and local businesses to market tourism by including links to tourist events and attractions on the County website and social media accounts.

Goal 4

Minimize land use conflicts between commercial and non-commercial uses

Objectives:

1. Carefully consider whether proposals for commercial or industrial business development will interfere with surrounding existing uses and whether they can be supported with the existing road system, other infrastructure and available services.
2. Ensure that new businesses do not detract from the predominately rural character of the County.
3. Maintain standards and limitations for home occupations and home-based businesses to minimize noise, traffic, and other disturbances to adjacent land uses

Policies:

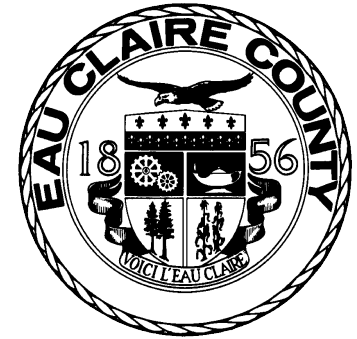
1. The County discourages development of non-agricultural related commercial and industrial development within rural portions of the County and encourages it in urban areas, or rural hamlets, or where there is easier access to public services and transportation facilities needed to support such developments.
2. The County will maintain design guidelines for businesses that address landscaping, aesthetics, lighting, noise, parking, and access in order to assure high value, safe, and lasting developments. (Refer to Section

3. The County encourages the redevelopment of downtown districts, brownfields, existing vacant parcels, and expansion of existing business and industrial parks in the region before considering the creation of new sites for business or industrial parks.
4. The County or local town can prohibit home-based businesses within residential subdivisions, or groups of rural residences, which would cause safety, public health, or land use conflicts with adjacent uses due to such things as increased noise, traffic, and lighting. The County shall regulate the size of home-based businesses to prevent large-scale operations that would normally be located in industrial or business parks from locating in a rural setting.

2.6 Intergovernmental Cooperation

2.6.1 Issues or Opportunities Raised During the Planning Process

The primary intergovernmental issue facing the Town is the City of Eau Claire's, and to a lesser extent City of Altoona's, exercise of extraterritorial plat review authority. The extraterritorial plat review area is the area within three miles of the Eau Claire's corporate limits (1.5 miles from Altoona's corporate limits) in which the city exercises subdivision review authority under State law to regulate the creation of new parcels through platting or certified survey map and ensure uses of land compatible with the City's Comprehensive Plan



Both the City of Eau Claire and Altoona maintain extraterritorial plat review area policies which limit residential and commercial development to one unit per ten acres in areas within the 1.5-mile Sewer Service Area (SSA), including additional policies for public services, lot and road layout. While the County recognizes that the 2010 Intergovernmental Agreement has improved the working relationship and mutual understanding between the Town and the City of Eau Claire, certain policies and application of the agreement, such as the 10-acre density provision, may be perceived as encouraging additional sprawl and leap-frogging of development. Minimizing sprawl and the attendant financial and environmental cost related to dispersed, low-density development is an increasing concern in the County, especially in light of limited fiscal resources, the County's commitment to preserve productive farmland, and carbon neutrality goals adopted by the County and City of Eau Claire.

Goal 1 *Maintain mutually beneficial relationships with local government entities, neighboring counties, State and Federal agencies, and school districts serving County residents*

2.6.2 Goals, Objectives and Policies

Objectives:

1. Coordinate County planning efforts with cities, villages, towns, and adjacent counties as necessary to maximize commonalities in goals, objectives, and long-term land use plans.
2. Assist area municipalities as needed to jointly plan boundary areas and coordinate their long-term growth plans with the County Comprehensive Plan.
3. Identify opportunities for shared services or other cooperative planning efforts with appropriate units of government.
4. Identify existing and potential conflicts between neighboring counties and area municipalities and establish procedures to address them.
5. Pursue funding from state and federal agencies to implement projects that address shared goals and objectives.

6. Ensure equitable access to health care and wellness services for all County residents.
7. Coordinate County planning efforts with local school districts as necessary to allow those districts to properly plan for facility needs.
8. Enhance understanding of government and planning processes by students in area school districts in order to foster the next generation of community leaders.

Policies:

1. The County encourages a land use pattern that minimizes conflicts between land uses across municipal boundaries and preserves farming and natural resources in mutually agreed areas. To the extent possible, coordinate the Eau Claire County Comprehensive Plan with those of cities, villages, and towns within the County as well as adjacent counties and municipalities.
2. Prior to the adoption of the Eau Claire County Comprehensive Plan, and for subsequent updates, request comments from area school district officials, municipalities within the county, and neighboring counties and municipalities.
3. The County will request that School District officials and State and Federal agencies, keep the County Planning and Development Staff apprised of any plans for new facilities or other land use activities that could affect future land use within the County.
4. Collaborate with the City-County Health Department to identify
5. Collaborate with area municipalities, special districts and other providers to ensure County residents and businesses receive adequate service levels.
6. The County will continue to work with area municipalities to identify opportunities for shared services or other cooperative planning efforts.
7. Engage area school districts in educational programs to encourage participation in government, planning, and land use issues. Share county resources such as parks and other facilities with school districts whenever feasible and beneficial.

Goal 2

Foster communication and consensus among area municipalities regarding future growth and development

Objectives:

1. Proactively address land conflicts and boundary issues between county municipalities.
2. Improve county wide understanding of zoning and the development review process to increase levels of certainty and predicatability among county and municipal governments, developers, and landowners.
3. Maintain an open forum for communication among Eau Claire County municipalities.

Policies:

1. The County encourages the development of cooperative boundary agreements, or joint extraterritorial zoning commissions, between incorporated municipalities and adjacent towns to address long-term annexation, boundary and development issues.
2. The County will coordinate the implementation of the Comprehensive Plan with cities, villages, and towns to avoid conflicting regulations and maximize the efficiency of service delivery.
3. The County encourages the adoption of common planning regulations and standards among jurisdictions in the county whenever possible in order to reduce confusion for area residents and developers.
4. The County encourages and supports towns that have not yet adopted comprehensive plans to do so in consultation within the County and adjoining local governments.
5. Eau Claire County will request and consider local community input and recommendations prior to making a decision on a rezone, conditional use, land division, or site plan approval.
6. The County will consider the recommendations of local comprehensive plans when amending and updating other, more detailed County plans (e.g. Comprehensive Outdoor Recreation Plan, Farmland Preservation

Plan, etc.). Other more detailed County-level land use plans shall be consistent with the Eau Claire County Comprehensive Plan.

7. The County will continue to strive for balance and broad representation from all levels of government, citizens, stakeholders and interest groups in the composition of county committees, commissions, and work groups.



2.7 Land Use

2.7.1 Issues or Opportunities Raised During the Planning Process

The County's primary focus is to preserve productive farmland and promote orderly, efficient development that is sustainable and compatible. Directing non-farm development to areas with good transportation infrastructure, such as highway corridors, in proximity to incorporated areas, remains a high priority, as is maintaining strong land use controls to preserve agricultural uses in areas of high productivity. It is further understood and recognized that the built environment should enhance the physical and mental health of residents by providing opportunities for recreation, exercise, enjoyment of the outdoors, and should also foster social and community connections between residents.

2.7.2 Goals, Objectives and Policies

Goal 1 *Maintain mutually beneficial relationships with local government entities, neighboring counties, State and Federal agencies, and school districts serving County residents*

Objectives:

1. Maintain a future land use plan and map that balances agriculture, housing, business and industry, public uses, and the preservation of open space and natural resources consistent with the policies of this Plan and local comprehensive plans.
2. Ensure that new development does not exceed the capacity of utilities, roads, and community facilities.

Policies:

1. Incorporate the recommendations of city, village, and town land use plans in the County's future land use plan, except in instances where County interests may not be served by such a policy due to a conflict with the goals, objectives, and policies of this Plan or generally accepted planning principles.
2. The County will conserve and protect sensitive environmental features requiring protection including steep slopes, wetlands and floodplains through consistent administration and enforcement of the Land Conservation Code (Title 17 of the County Code) and the Zoning Code (Title 18 of the County Code). The County will review and update regulations that protect these areas consistent with any federal, state or other applicable laws, and the policies of this Chapter, as necessary.
3. The County will map areas in agricultural use or that have highly productive soils for agricultural use (Refer to Map 3 & 4 in Appendix). The County will review and update regulations that support continued agricultural use in these areas. The County will consider limited non-farm residential development in areas slated for agricultural use, consistent with the policies of this Chapter.
4. The County will map the location of non-farm residences throughout the County (Refer to Map 6 & 7 in Appendix). Using this information, and considering other factors including the potential for land use conflicts with areas well-suited and slated for agricultural use, soil conditions, topography, and the capacity of adjacent roads, the County will identify areas suitable for future non-farm residential development and will develop one or more descriptions for the type and density of residential development appropriate for these areas, consistent with the policies of this Chapter.
5. The County will map existing commercial and/or industrial uses that are found in the County. Using this information, and considering other factors including the potential for land use conflicts with areas well-suited and slated for agricultural use, soil conditions, topography, and the capacity of adjacent roads, the County

will identify areas suitable for future business development and will develop one or more descriptions for the type and density of commercial or industrial development appropriate for these areas, consistent with the policies of this Chapter.

6. The County will map existing public or recreational uses within the County (Refer to Map 7 in Appendix). Using this information, and considering other factors including the potential for land use conflicts with areas well-suited and slated for agricultural use, soil conditions, topography, and the capacity of adjacent roads, the County will identify areas suitable for future park or recreational uses and will develop appropriate regulations for these areas, consistent with the policies of this Chapter.

Goal 2

Ensure that new development is harmonious with the existing built and natural environment of the County and that it contributes to the sense of place County residents' value

Objectives:

1. Ensure that the scale and character of new development is consistent with the context of the natural and built environment.
2. Encourage and promote high quality architecture and site design throughout the County.

Policies:

1. The County will encourage developers and builders to "raise the bar" in design quality by emulating existing high-quality development and utilizing designs that honor and respect the predominantly rural character of Eau Claire County.
2. The County should consider establishing a program to recognize exemplary projects that exemplify high quality architecture, design, and creativity.

Goal 3

Balance land use regulations and individual property rights with community interests

Objectives:

1. Maintain policies for considering revisions to the Future Land Use Map when requested by eligible petitioners.
2. Provide flexibility in development options and tools to create mutually agreeable and beneficial outcomes between landowner desires and community interests.
3. Evaluate development proposals using a "community benefit" approach, wherein the overall benefits of the development to the community are carefully weighed against the substantive concerns of nearby residents and ability and willingness of the developer to address and mitigate said concerns.

Policies:

1. The County discourages the use of properties for the accumulation of "junk" materials and will enforce nuisance abatement codes where applicable.
2. Amending the Future Land Use Map: A property owner can petition for a change to the Future Land Use Map. See Section 3.4 for future land use map amendment policies.
3. Planned Unit Development: A subdivider can elect to apply for approval of a plat employing a planned unit development (PUD) design.
4. Conservation Subdivision Development: The County will encourage the use of conservation subdivision design for rural residential development in appropriate areas and where consistent with local community wishes.
5. Purchase of Development Rights (PDR) and Transfer of Development Rights (TDR): The County may consider the use of PDR or TDR programs as a farmland preservation tool to complement agricultural zoning and

Chapter 1
Chapter 2
Chapter 3
Chapter 4
Chapter 5
Appendices

direct higher density development to more appropriate areas.

6. Where uncertainty exists as to the boundaries of districts shown on maps within this Plan, the following rules shall apply:

- a. Boundaries indicated as approximately following the centerlines of streets, highways, or alleys shall be construed to follow such centerlines.
- b. Boundaries indicated as approximately following platted lot lines or U.S. Public Land Survey lines shall be construed as following such lot lines.
- c. Boundaries indicated as approximately following municipal boundaries shall be construed as following such boundaries.
- d. Boundaries indicated as following railroad lines shall be construed to be midway between the main tracks.
- e. Boundaries indicated as following shorelines and floodplains, shall be construed to follow such shorelines and floodplains, and in the event of change in the shorelines and floodplains, it shall be construed as moving the mapped boundary.
- f. Boundaries indicated as following the centerlines of streams, rivers, canals, or other bodies of water shall be construed to follow such centerlines.
- g. Boundaries indicated as parallel to extension of features indicated in the preceding above shall be so construed. The scale of the map shall determine distances not specifically indicated on the maps

Purchase of Development Rights (PDR) refers to a public program to pay landowners the fair market value of their development rights in exchange for a permanent conservation easement that restricts development of the property.

Transfer of Development Rights (TDR) refers to a program to relocate potential development from areas where proposed land use or environmental impacts are considered undesirable (the "donor" or "sending" site) to another ("receiver") site chosen on the basis of its ability to accommodate additional units of development beyond that for which it was allowed under a comprehensive plan or zoning ordinance.

2.8 Community Design Principles

2.8.1 Issues and Opportunities Identified During the Planning Process

The County supports zoning regulations and development standards that enhance the County's predominantly rural character, minimize adverse impacts to adjacent uses, reflect sound architectural, planning and engineering principles, and uphold property values. While there have been discussions of implementing specific design guidelines or standards through the County Zoning Ordinance, there is concern that additional regulations that significantly increase the cost of development may have the unintended consequence of slowing development in the County. Therefore, an approach that encourages or incentivizes

2.8.2 Goals, Objectives and Policies

Goal 1 Maintain mutually beneficial relationships with local government entities, neighboring counties, State and Federal agencies, and school districts serving County residents

Objectives:

1. In conjunction with local Towns, maintain site and building design guidelines for all new development, which reinforces the rural character of the County and sound planning principles.

Policies:

1. Sites, buildings and facilities shall be designed in accordance with the policies outlined below:
 - a. Septic Suitability: Adequate soils shall be present to allow for design and construction of septic systems, including permitted alternative designs, and a backup (secondary) site.

- b. **Building Location:** Lots, buildings, and driveways within agricultural areas shall be configured to be located on the least productive soils and shall not fragment large tracts of agricultural land by placing building envelopes and driveways in the middle of agricultural parcels (see Figure 2.3). Avoid fragmentation and isolation of remaining natural areas and corridors. Lots and buildings shall be configured to retain large tracts of undeveloped land. Developers shall strive to connect undeveloped lands with existing undeveloped areas to maintain environmental corridors. Buildings should be designed and located to blend into the natural environment. To the extent possible, developers should



Figure 2.4 Building Layout

preserve existing woodlands and mature trees during and after development. Only enough area for the house, immediate yard, and driveway should be cleared. Building development shall be severely limited in areas designated as shorelands, wetlands, floodplains, and areas within steep slopes.

- c. **Conservation Subdivisions:** The County encourages the use of conservation subdivisions, rather than conventional designs.
- d. **Commercial & Industrial Areas:** Potential land use conflicts with existing uses shall be mitigated through buffering, landscaped berms, and lot/building location on the proposer's parcel. Loading docks, dumpsters, mechanical equipment, and outdoor storage areas should be behind buildings or screened from public view through the use of landscaping or architectural features.
- e. **Parking:** Parking should be to the sides and rear of buildings wherever possible, rather than having all parking in the front. Interconnected parking lots and driveways should be provided to facilitate on-site access. Large parking lots should have perimeter landscaping and/or landscaped islands, along with screening (berms, trees, decorative walls) to block views from incompatible adjacent uses (See Figure 2.4).
- f. **Lighting:** Illumination from outdoor lighting should be kept on site through use of cut-off fixtures. The use of any outdoor lighting that allows light to escape beyond areas where it is specifically needed for safety and access is strongly discouraged (See Figure 2.4).
- g. **Signage:** High-quality signage based on the area of the building frontage, road frontage, or facade area should be used. The use of pole signs or signs projecting higher than the highest point on the associated building is discouraged, as is the overabundance of billboards along major roadways. (See Figure 2.4)
- h. **Transportation:** Transportation facilities for new developments shall be constructed according to local ordinances and shall allow for safe ingress and egress of vehicles, including emergency vehicles. Most lots shall take access from interior local streets to minimize the impacts to existing transportation facilities and new facilities shall address future connectivity to surrounding properties. Streets should be designed to the minimum width that will reasonably satisfy all realistic needs. Local streets should not appear as wide collector streets, or "micro-freeways," which encourages higher travel speeds. Streets should be laid out in a manner that takes advantage of the natural topography and aligns with existing facilities. The use of traditional or modified grid-like street patterns is strongly encouraged. The use of cul-de-sacs should be limited, and where used, designed for potential extension to adjacent properties. Pedestrian and bicycle improvements are strongly encouraged within or between residential areas, especially near existing facilities.

- i. Utility Construction: Utilities shall be sited and designed to minimize impacts on adjacent uses. Underground placement and co-location (or “corridor sharing”) for new public and private utility facilities and equipment is encouraged to protect community character and minimize the amount of land affected by new easements. Above ground utilities shall incorporate site, design, and landscaping features that minimize impacts and visibility to adjacent uses.
- j. Architectural Styles: High-quality building materials, colors, and designs that reflect the County’s rural character are encouraged. For example, building materials, colors, and designs could reflect agricultural heritage of the community (e.g. stone, gabled roofs, earth tones). The County discourages the excessive repetition of building heights, exterior colors, and housing floor plans within new developments.

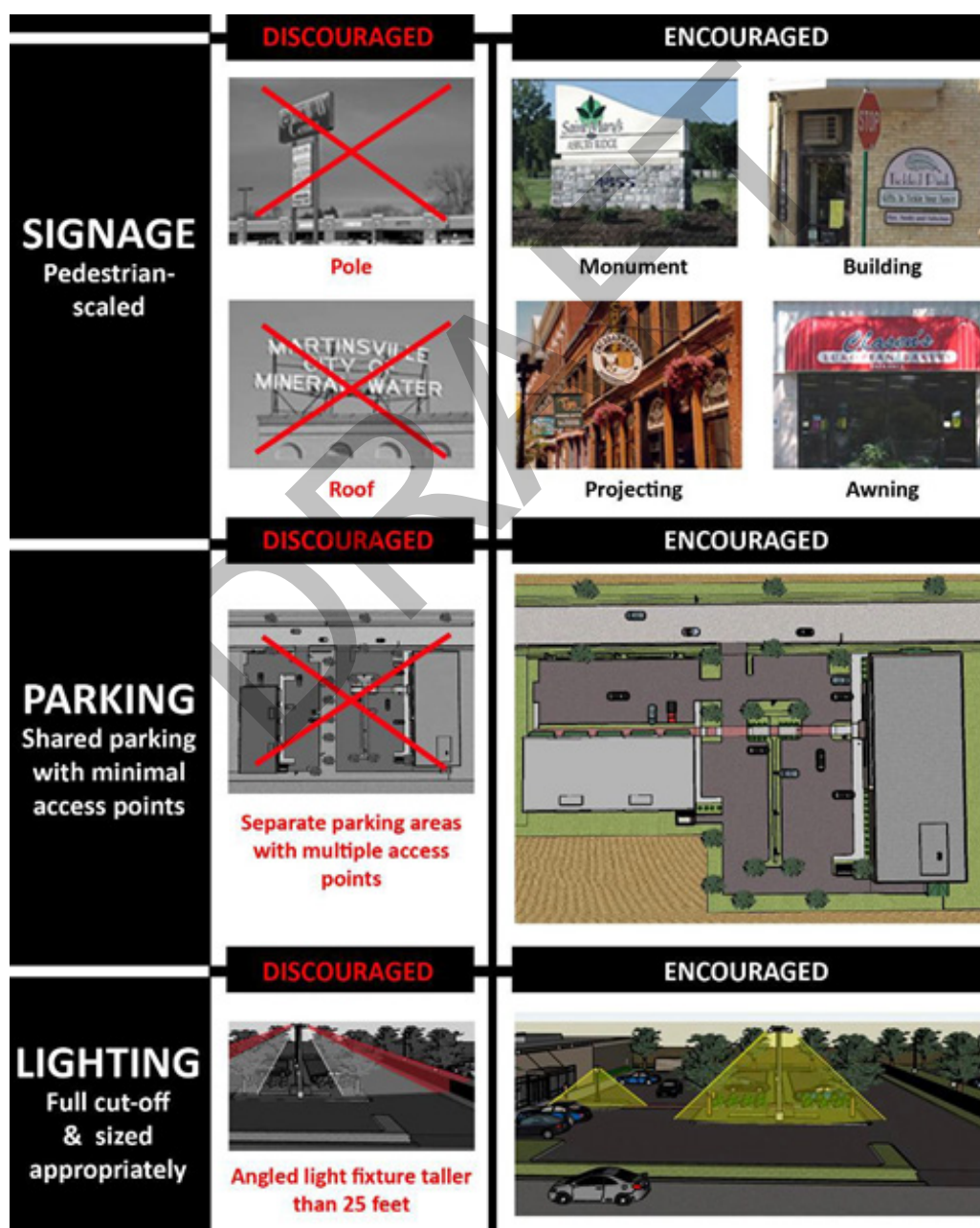


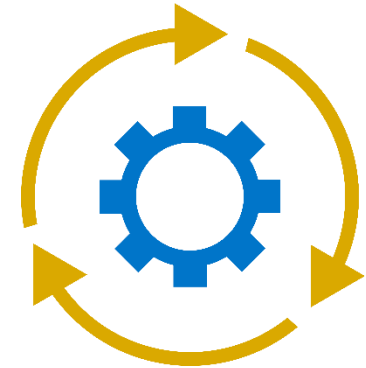
Figure 2.5 Signage, Parking and Lighting

4.7 IMPLEMENTATION MATRIX

The following implementation matrix specifies specific goals, strategies and actions to be undertaken to implement the goals, objectives, and policies of the Comprehensive Plan. It also identifies lead agencies/partners and timeline for the implementation of each plan action, as well as providing references to other plans that achieve the actions contained in the Comprehensive Plan and related goals and objectives that the action helps further or achieve.

County staff, with the assistance of the Comprehensive Plan Steering Committee, will use this matrix to evaluate, measure and report the progress and overall implementation of the plan to the Committee on Planning and Development and the County Board on an annual basis.

This matrix does not constitute an exhaustive list of all actions required to achieve the intended outcomes of this plan, but rather is intended to provide a tool to identify actions that implement the Plan, which in many cases is through other existing plans, agencies, programs, and initiatives within the County and region. It is understood that this matrix will be periodically reviewed and updated, and that goals, strategies, and actions may be added, deleted, or modified based on consistency with County priorities and available resources, which are dynamic and continually evolving.



Implementation Matrix Key

Agencies/Boards/Committees

- ADRC = Eau Claire County Aging and Disability Center
- BBC = Eau Claire County Broadband Committee
- CVRHTF = Chippewa Valley Regional Housing Task Force
- DATCP = Wisconsin Department of Agriculture, Trade, and Consumer Protection
- DC = Development Community (developers, builders, design professionals, and other stakeholders)
- DNR = Wisconsin Department of Natural Resources
- EDC = Eau Claire County Economic Development Corporation
- EXT = University of Wisconsin Extension
- GWAC = Eau Claire County Groundwater Advisory Committee
- HA = Eau Claire County Housing Authority
- HD = Eau Claire City-County Health Department
- HWY = Eau Claire County Highway Department
- LCD = Eau Claire County Planning and Development – Land Conservation Division
- LUC = Eau Claire County Planning and Development – Land Use Controls Division
- P&D = Eau Claire County Planning and Development Department (multiple divisions)
- P&F = Eau Claire County Parks & Forest Department
- RPC = West Central Wisconsin Regional Planning Commission

- TOWN = Town Officials

Plan References (from County Comprehensive Plan Chapter 2)

- G = Goal
- O = Objective

Timeframes

- **C (Continual):** This action does not require a specific task to be completed. It is enforced through continued conscious decision-making, existing ordinances, or by following the policies of this Plan, which is adopted by ordinance.
- **S (Short-term):** This indicates that action should be taken in the next 5 years (highest priority)
- **M (Mid-term):** This indicates that action should be taken in the next 10 years (medium priority)
- **L (Long-term):** This indicates that action should be taken in the next 20 years (lowest priority)

HOUSING						
Goal	Strategy/Action	Timeframe	County Lead(s)	Partners	Related Plan, ordinances (if applicable)	Goals/Objectives Implemented
Improve Local Housing Conditions	1. Evaluate condition of housing stock in County and identify units in need to repair and rehabilitation	Short-term Continuous	P&D	HA, HD	Uniform Dwelling Code (UDC)	Housing G1, O1
	2. Identify assistance programs & funding sources to provide more opportunities for homeownership for first time and limited income buyers, as well as improve health, safety, and livability of housing units in County	Short-term Continuous	P&D	HA, HD		Housing G1, O2, O3
Support Programs to Increase the Supply of Affordable Housing	3. Identify and remove barriers to affordable housing in County	Continuous	P&D	HA, CVRHTF, HD	ECC Zoning Ordinance	Housing G1
	4. Work cooperatively with developers, property owners, and town officials to encourage a diversity of housing types, including conservation subdivision	Continuous	P&D	DC, TOWN	ECC Zoning Ordinance	Housing G2, O1, O2, O3, O4

	design and higher density development in appropriate areas where desirable.					
	5. Promote development of smaller, more affordable “starter homes” and “missing middle” housing types, including manufactured housing and use of accessory dwelling units (ADUs), where appropriate.	Continuous	P&D	DC, TOWN	ECC Zoning Ordinance	Housing G2, O1, O2, O3, O4
TRANSPORTATION						
Schedule and Budget for Road Maintenance with a Capital Improvement Plan (CIP)	1. Utilize WISLR program to evaluate road conditions and prioritize projects	Continuous	HWY	HWY	ECC CIP	Transportation G1, O1, O3
Promote Multi-Modal Transportation Alternatives	2. Support City/County Paratransit program	Continuous	ADRC, EC Transit	RPC	2020-2024 WCWRPC TIP	Transportation G1, O2
	3. Support inclusion of multi-modal projects in the West Central Wisconsin Regional Planning Commission Transportation Improvement Program	Continuous	HWY, P&D	RPC		
Implement the County Bicycle & Pedestrian Plan	4. Identify opportunities to extend bicycle and pedestrian facilities in CIP projects and apply for grant matching funds (e.g. WisDOT Transportation Alternatives Program (TAP)) to fund improvements	Continuous	P&D	HD	ECC Bicycle & Pedestrian Plan	Transportation G1, O2, O4

Extend Transit Service into the County/Consider Creating a Regional Transit Authority (RTA)	5. Support County Board's resolution to restore the Chippewa Valley RTA	Long-term	EC County Board	West Central WI Rail Coalition; HWY; P&D	WisDOT Rail Plan 2030	Transportation G1
---	---	-----------	-----------------	--	-----------------------	-------------------

ENERGY, UTILITIES & COMMUNITY FACILITIES

Support Energy Conservation and Renewable Energy Programs	1. Complete Greenhouse Gas Inventories using ICLEI ClearPath emissions management software suite a. Community-Scale Track b. Government Track	Short-term	P&D	LUC, HD, ECC Facilities Dept.	ECC Carbon Neutrality Resolution & work plan, Green Tier Legacy Community (GTLC) Charter	Energy, Utilities, and Community Facilities G2, O2, O3
	2. Develop renewable energy action plans a. Government (County Operations) b. Community-Scale (entire county minus City of EC) 	Short-term	P&D			
	3. Continue progress towards "25 by 25" goal of reducing County carbon emissions by 25% by 2025	Short-term	P&D			
	4. Support efforts to develop renewable energy facilities in appropriate areas of the County, consistent with Comprehensive Plan and Farmland Preservation Plan policies.	Continuous	P&D			

	5. Investigate other forms of renewable energy besides wind and solar, including Initiate discussions with Advanced Disposal regarding utilization of landfill methane for biogas electric generation facilities at the Seven Mile Creek landfill, as well as potential Waste-to-energy (WtE) facilities.	Short-term	P&D			
Promote Surface and Ground Water Conservation & Protection	6. Utilize existing regulatory tools and ensure Best Management Practices (BMPs) through the development approval and permitting processes to protect ground and surface water resources	Continuous	LCD	P&D, HD, GWAC, DNR, DATCP	State of the Groundwater Report; EC River Watershed Plan; Manure Storage Ordinance; Nutrient Management (NRCS 590 Standard	Energy, Utilities, and Community Facilities G1, O2, O3
	7. Support efforts of the Groundwater Advisory Committee in developing a groundwater model and policies intended to protect susceptible aquifers and watersheds					
Support Long-Range Sanitary Sewer System Planning	8. Work collaboratively with Towns and municipalities to direct urban-density development to areas with existing or planned public sewer and water systems	Continuous	P&D; HD	WCWRPC; TOWN; City and Village Governments; WI DNR	Chippewa Falls/Eau Claire Urban Sewer Service Area Plan	Energy, Utilities, and Community Facilities G1, O2, O3
	9. Support development of community wastewater treatment facilities in areas without public sewer facilities, as appropriate					

Expand Broadband Internet Access in Underserved and Unserved Areas	10. Identify specific areas with substandard internet or no internet service	Short-term Medium-term	P&D; BBC	Broadband Providers, WI Public Svc. Commission (WI Broadband Office)	ECC Resolution 19-20/020 to create Broadband Committee	Energy, Utilities, and Community Facilities G2, O4
	11. Identify funding strategies and mechanisms to extend broadband service in the County					
	12. Collaborate with broadband service providers to extend broadband internet service to areas identified as being underserved or unserved.					
Update the County's Outdoor Recreation Plan (CORP)	13. P&D staff will work with Assist P&F staff, the Committee on Parks and Forest, stakeholders, and the public, as needed, to review and update the 2015 2022-2027 CORP	Short-term	P&F	P&D	2015 2022-2027 County Outdoor Recreation Plan	Energy, Utilities, and Community Facilities G2, O1, O2, O3, O5 G3, O2

Develop Zoning Standards for Data Centers	14. Investigate potential moratorium on data centers to allow county time to develop policies and standards	Short-term	P&D			
	15. Update Title 18 Land Use and Development Ordinance (Zoning Code) to address standards for data centers, especially large-scale Hyperscale Data Centers.	Short-term	P&D		Eau Claire County Comprehensive Plan; Farmland Preservation Plan	

AGRICULTURE, NATURAL & CULTURAL RESOURCES

Support Environmental Stewardship Programs & Initiatives	1. Continue implementation and administration of existing environmental stewardship programs, including permitting and educational programs	Continuous	LCD	EXT; TOWN	Conservation Reserve Enhancement Program (CREP); Erosion & Stormwater Ordinances (Title 17) & educational programs; State of the Groundwater Report; EC River Watershed Plan; Manure Storage Ordinance; Nutrient Management (NRCS 590 Standard; ECC Land Stewardship Program; Tree&	Agricultural, Natural, and Cultural Resources G2, O1 G3, O1, O2
--	---	------------	-----	-----------	---	---

					Shrub Sales program; Shoreland/Wetl and Regulations; Youth Education Programs, including Land Judging Competition	
Preserve productive farmland, minimize land use conflicts, and protect soil and water resources through Implementation of the Eau Claire County Farmland Preservation Plan	2. Enforce and administer Agricultural Preservation (A-P) certified farmland zoning and limit conversion of productive farmland and support participation in Farmland Preservation Tax Credit program	Continuous	P&D; LCD	DATCP; TOWN	ECC Farmland Preservation Plan	Agricultural, Natural, and Cultural Resources G1, O1, O2 G2, O1
	3. Support participation in the Golden Triangle Agricultural Enterprise Area (AEA) through education and outreach activities					
	4. Review and amend Eau Claire County Zoning Ordinance (Title 18) consistent with goals, objectives, and policies of the 2026 Farmland Preservation Plan, including policies related to commercial wind and solar installations in the A-P zoning district	Short-term				

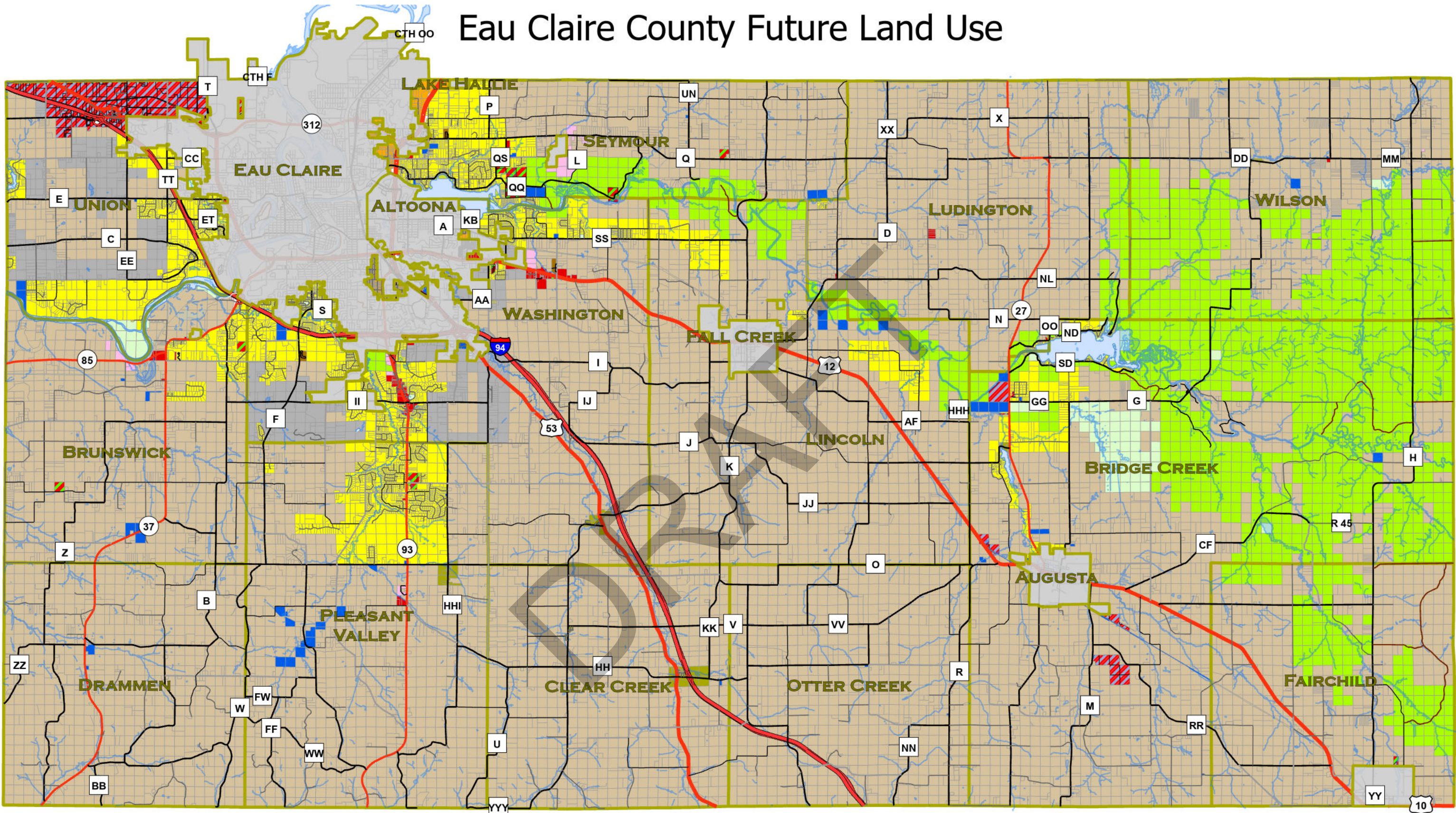
ECONOMIC DEVELOPMENT

Expand Rural Economic Development, Including Ag-Related Tourism and Agribusiness	1. Partner with the ECC Economic Development Corporation to identify grant and funding opportunities for development and expansion of rural and ag-related businesses and marketing opportunities for locally produced agricultural products, including sales of local produce in local stores and markets	Continuous	ECC EDC	P&D; State Economic Development Organizations	N/A	Agricultural, Natural, and Cultural Resources G1, O3 Economic Development G1, O1, O2 G2, O1, O2 G3, O1
Participate in and represent county interests in promoting rural economic development planning and initiatives	2. Develop a county economic development strategy 3. Explore potential use of excess county property for potential economic development	Short-term Short-term	ECC EDC	P&D		Economic Development G1, O1, O2 G2, O1, O2 G3, O1
INTERGOVERNMENTAL COOPERATION						

Cooperate with School Districts in Long Range Planning and Decision-Making	1. Assist the Eau Claire Area School District (ECASD) Demographic Trends and Facility Planning Committee in compiling development data and projections	Continuous	P&D; LUC	ECASD	N/A	Intergovernmental Cooperation G1, O1, O2
Provide leadership for community cooperation efforts	2. Maintain positive, open working relationships with, and provide assistance and support to other units of government in areas including planning and zoning, land use, conservation and sustainability, and transportation	Continuous	P&D	Other units of government (local, regional, state, federal, school districts)	N/A	Intergovernmental Cooperation G1, O1, O2 G2, O1, O2, O3
LAND USE						
Guide development to appropriate areas with sufficient infrastructure and services and minimize land use conflicts, and impacts on environmentally sensitive areas and productive agricultural land	1. Consistently and fairly enforce and administer the Future Land Use Plan and other goals, objectives and policies of this Plan	Continuous	P&D	LUC; TOWN; property owners, residents, developers	ECC Comprehensive Plan; Town Comprehensive Plans; ECC Zoning Ordinance (Title 18)	Land Use G1, O1, O2 G3, O1, O2, O3
Minimize land use conflicts between commercial and non-commercial uses	2. Ensure that commercial or industrial businesses have, or can provide adequate infrastructure to serve the intended uses, and ensure that the size, scale, and intensity of development does not create nuisances or hardships for surrounding	Continuous	P&D	LUC; TOWN; property owners, residents, developers	ECC Comprehensive Plan; Town Comprehensive Plans; ECC Zoning Ordinance (Title 18)	Economic Development G4, O1, O2

	uses unless mitigation measures are provided					
COMMUNITY DESIGN PRINCIPLES						
Ensure that development blends harmoniously with the existing build and natural environment	3. Support conservation subdivision design and context-sensitive site design that conserves and protects environmentally sensitive areas and significant natural resources	Continuous	P&D	LUC; TOWN; Property owners, residents, developers	ECC Zoning Ordinance (Title 18)	Community Design Principles G1, O1 Land Use G2, O1, O2
	4. Encourage high quality building designs that emulate existing high-quality development using high-quality, lasting materials and that are contextually appropriate					
IMPLEMENTATION & PLAN AMENDMENT						
Review Plan Implementation Progress	Hold an annual comprehensive plan review meeting with the Steering Committee & Committee on Planning & Development	Continuous	P&D; Steering Committee	ECC Committee on P&D	ECC Comprehensive Plan	N/A

Eau Claire County Future Land Use



Future Land Use

- | | | |
|-----------------------|-------------------------|-------------------|
| Commercial Industrial | Recreational Commercial | Rural Industrial |
| County Forest | Rural Commercial | Rural Lands |
| Park and Recreational | Rural Hamlet | Rural Residential |
| Public Institutional | | |

Civil Boundaries

- | | |
|---------------------------------|-----------------|
| Rural Residential - Mobile Home | City or Village |
| Rural Transition | Town Boundary |
| Urban Mixed Use | |



0 5 Miles