



Advisory Committee #2

September 21, 2026



INTRODUCTIONS



Charlie Cowell
Project Manager +
Planner



Marty Shukert
Principal Advisor + Lead
Designer



Maya Struhar
Planner



Cory Scott
Special District +
Corridors



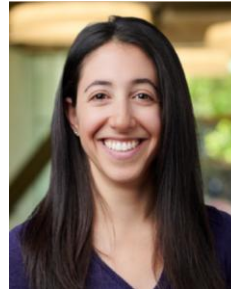
Mindy Alvarez
Branding + Graphic Design



Flavia Tourek
GIS + Modeling + Translation



Matt Prosser
Conditions + Fiscal Analysis



Rachel Shindman
Conditions + Fiscal Analysis



- Eric Anderson
- Aaron Brewster
- Olivia Coughlin
- Cody Filipczak
- Megan Grinde Weber
- Jeff Halloin
- Jim Phillips
- Scott Rogers
- Jessica Schoen
- Bob Schraufnagel
- Christina Thrun
- True Vue
- Terry Weld
- Susan Wolfgram
- Josh Zeug
- Peter Hable (Alternate 1)
- Jenni Sterling (Alternate 2)
- Efren Martinez (Alternate 3)



- Aaron White
- Ned Noel
- Ryan Petrie
- Peter Baumgertner
- Ruth Hollander



PROJECT OBJECTIVES REMINDER

Legacy EC is an update, not a full rewrite

- Undertake a public process that fairly addresses the issues and solutions and includes as many voices as possible
- Continue to build upon the legacy of past comprehensive plan work
- Recommend fiscal land use patterns and capital improvement expenditures that help the City use taxpayer resources effectively
- Create a new plan that is easier to understand
- Consolidate chapters into relevant topics and streamline narrative text without losing substance and cross-cutting values



AGENDA



- **Schedule Update**
 - Provide a reminder on the full project schedule and update on future CPAC meeting dates
- **Engagement Update**
 - Provide an update on scheduled engagement events and discuss other meetings to attend
- **Goals Exercise**
 - Review the current comprehensive plan themes and goals and discuss relevancy to the future

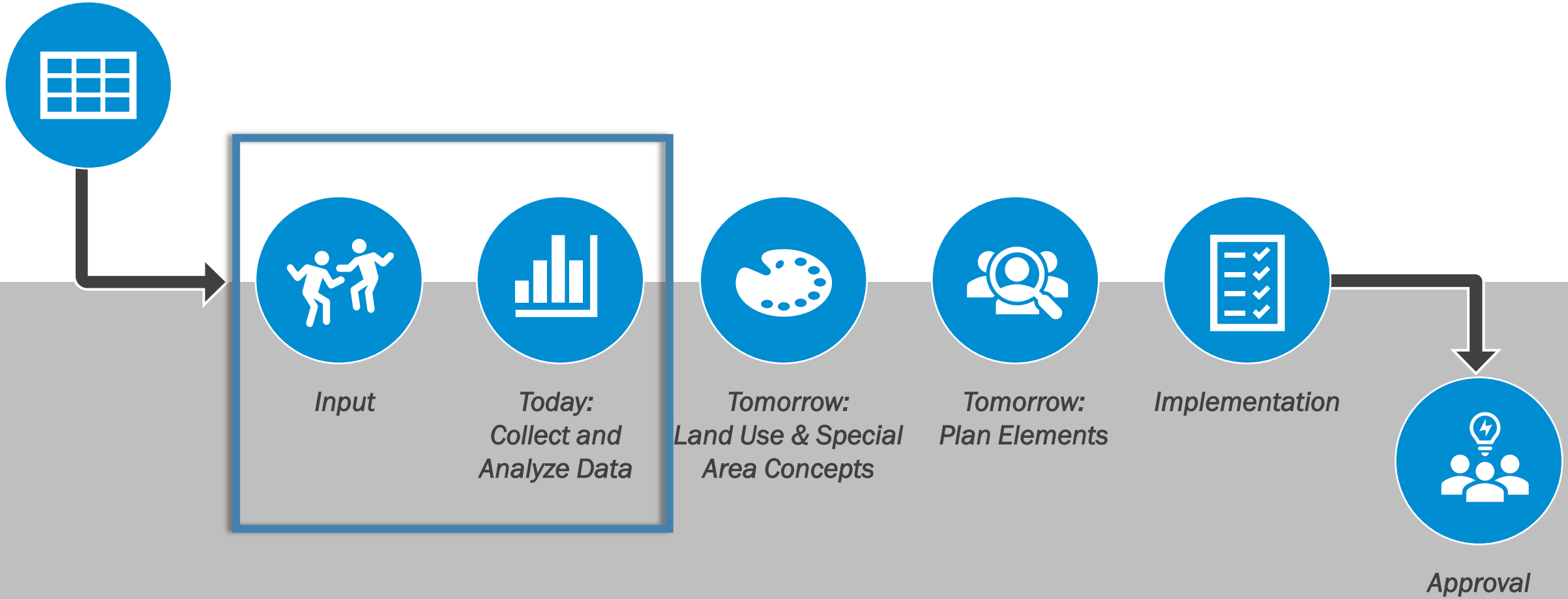


SCHEDULE UPDATE



SCHEDULE UPDATE

Project Launch



SCHEDULE UPDATE

Future Committee Meeting Dates

- September 21st TODAY!
- November 9th - Issues and Opportunities
- January 25th - Design Workshop
- February 22nd - Design Workshop
- April 5th - Concept Feedback
- May 3rd - Concept Feedback
- June 21st - Policy Feedback
- August 23rd - Implementation Workshop



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ENGAGEMENT UPDATE

This week!

Listening Session Schedule

Monday 21st

- Neighborhood Associations

Tuesday 22nd

- City Department Heads
- Neighborhood Associations
- Builders and Developers
- Environmental Groups
- Service Providers, Non-Profits
- Economic Development Groups
- Downtown & Visit EC

Wednesday 23rd

- Wrap-up

We will be back November 9th - 10th to continue meeting with community members



ENGAGEMENT UPDATE



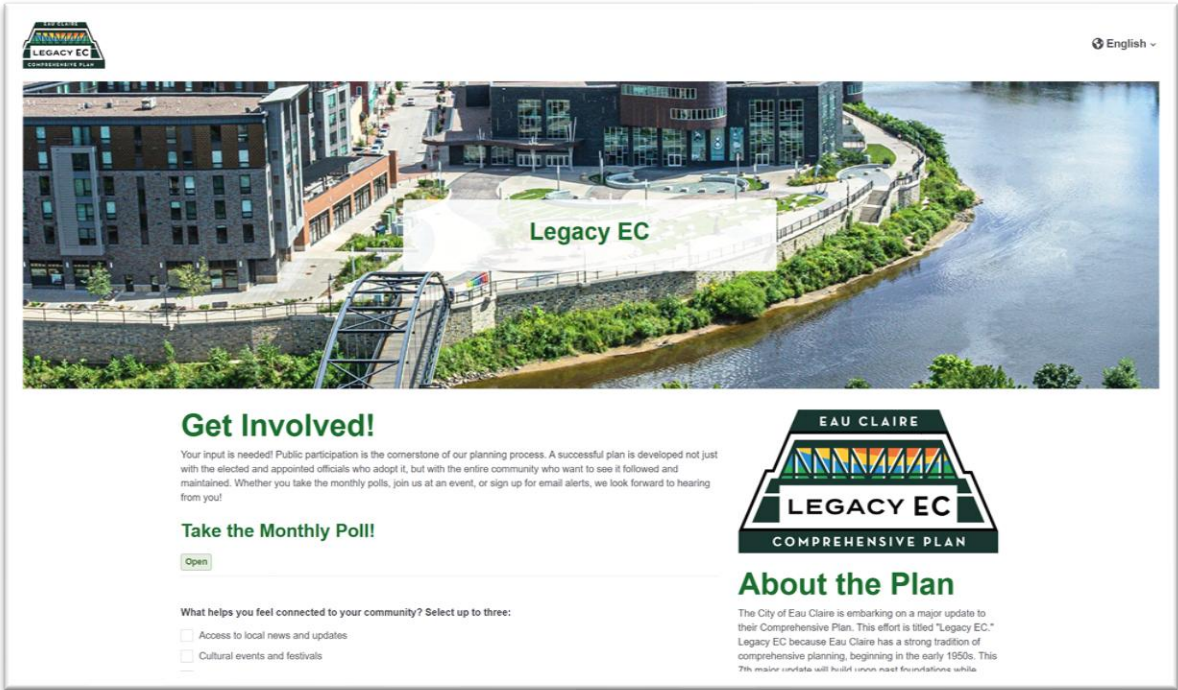
Website Activity

1,225 views

680 visitors

434 contributions
(260 map comments,
174 poll responses)

LegacyECPlan.com



ENGAGEMENT UPDATE

Community Kick-off – Tomorrow!

- Doors open at 6pm
- Short presentation at 6:30pm
- All are invited

City Board, Commission, and Committee Chairs were directly invited to report back to their members in November on issues and opportunities by reviewing the current plan to inform the new plan.



ENGAGEMENT UPDATE



Pop-up and input on-going

- Business Cards
- Comment Box
- Idea Board

Take to your meetings and events!

The "Idea Board" form is a large sheet of paper with a header that reads "What I want to see in Eau Claire...". Below the header is a grid of 20 empty square boxes arranged in 4 rows and 5 columns, intended for placing sticky notes. A small sticky note is placed in the top right corner of the grid with the text "your idea!" and "Share it with the planning team through email!". The form also features the "Eau Claire Legacy EC Comprehensive Plan" logo in the top right corner and the "RDG... EPS" logo in the bottom left corner.The "Comments" form is a smaller sheet of paper with a header that reads "COMMENTS". Below the header is a section for "Name:" and "Email:" with lines for input. Below this is a section for "What is your BIG IDEA for Eau Claire?" with several lines for input. The form also features the "Eau Claire Legacy EC Comprehensive Plan" logo in the top left corner and a QR code in the bottom right corner. The "RDG... EPS" logo is also visible in the bottom left corner.

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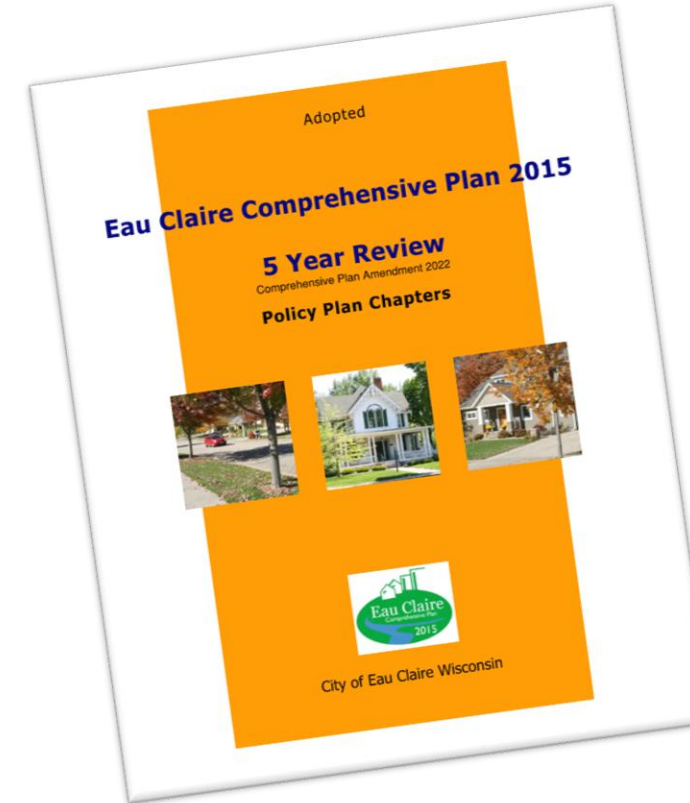
STATE OF EAU CLAIRE – PAST AND TODAY



Eau Claire has not reached the level of metrics forecasted in 2013...which is not bad!

A number of local, state, and national factors influence change.

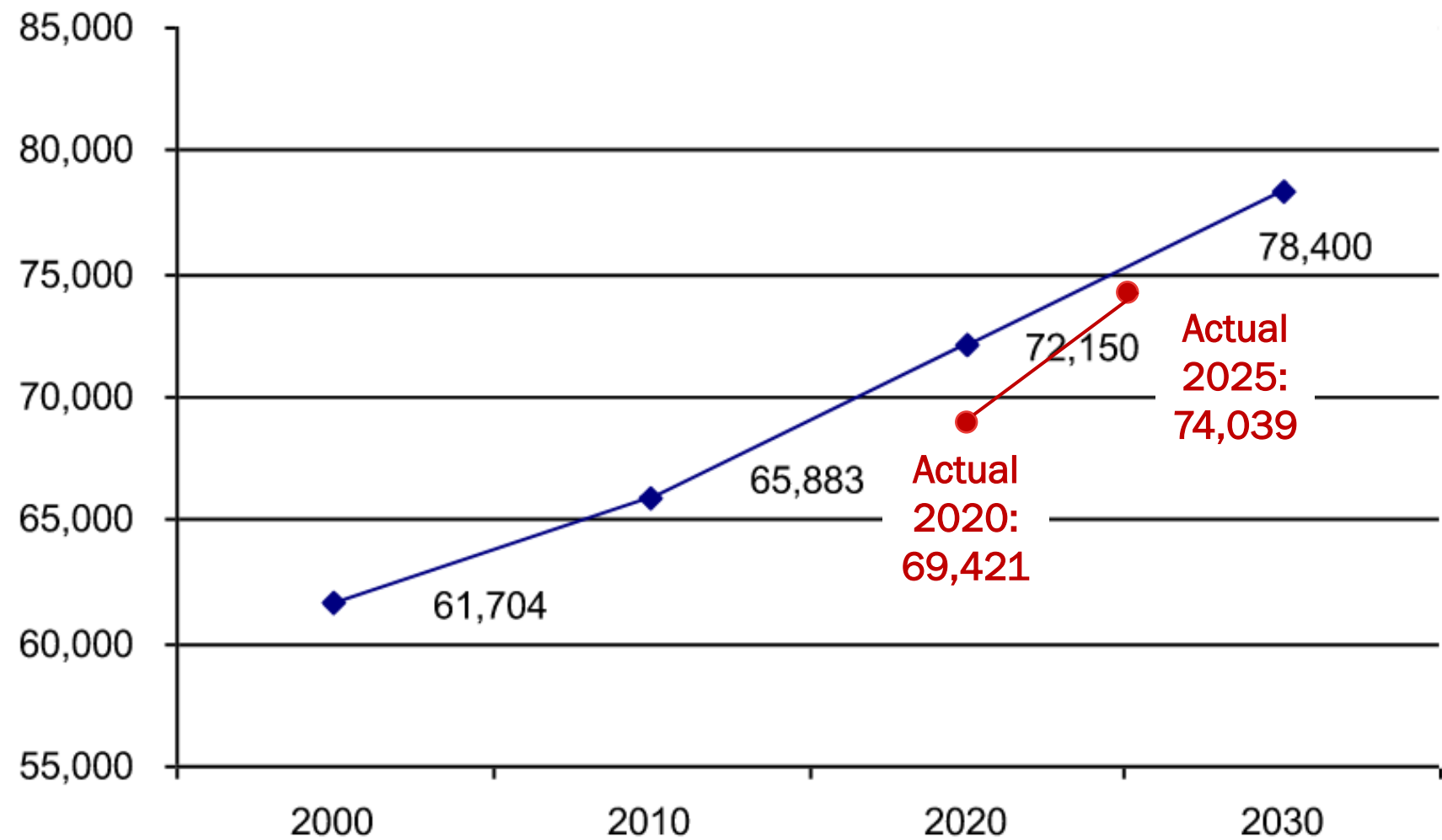
Forecasting slightly more provides flexibility rather than trying to “catch up” by reactionary planning



STATE OF EAU CLAIRE – PAST AND TODAY



2013 Comprehensive Plan Forecast of Population versus Actual



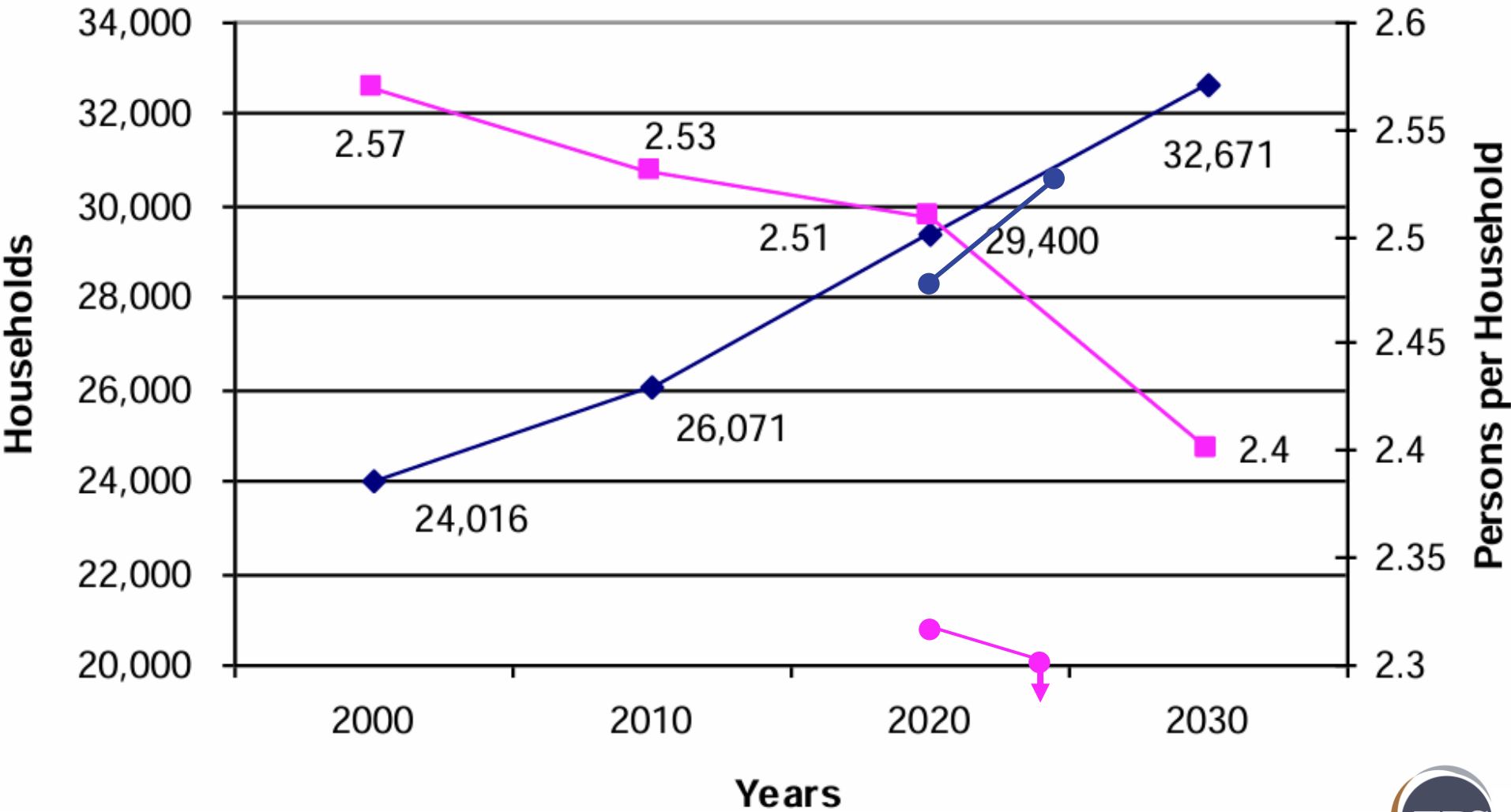
Source: 2013 City of Eau Claire Comprehensive Plan; Wisconsin Department of Administration



STATE OF EAU CLAIRE – PAST AND TODAY



2013 Comprehensive Plan Forecast Number of Households and Persons per Household versus Actual



Actual
2020:
28,040

Actual
2024:
30,492

Actual
2020:
2.32

Actual
2024:
2.18

Source: 2013 Comprehensive Plan; U.S. Census Bureau, American Community Survey



STATE OF EAU CLAIRE – PAST AND TODAY



Population by Age Comparison

								Percent Change 1990- 2010	Change		
Age Group	1990	%	2000	%	Age Group	2010	%		2020	2020 %	2010-2020
Under 5	3,975	7	3,574	6	Under 5	3,889	6	+1 %	3,753	5.4%	↓
5-17	9,118	16	9,784	16	5-19	12,726	19		13,657	19.7%	↑
18-24	12,287	22	13,650	22	20-24	10,827	16	-3 %	9,112	13.1%	↓
25-34	8,636	15	8,161	13	25-34	9,785	15	0 %	10,442	15%	↑
35-44	7,612	13	7,916	13	35-44	6,749	10	-3 %	8,283	11.9%	↑
45-54	4,229	7	7,402	12	45-54	7,405	11	+4 %	6,349	9.2%	↓
55-64	3,758	7	3,849	6	55-64	6,822	10	+3 %	7,061	10.1%	↑
65 +	7,241	13	7,368	12	65 +	7,680	12	-1 %	10,764	15.4%	↑
TOTAL	56,856	100	61,704	100		65,883	100		69,421		
Median			29.4			29.8					

STATE OF EAU CLAIRE – PAST AND TODAY



Population by Race Comparison

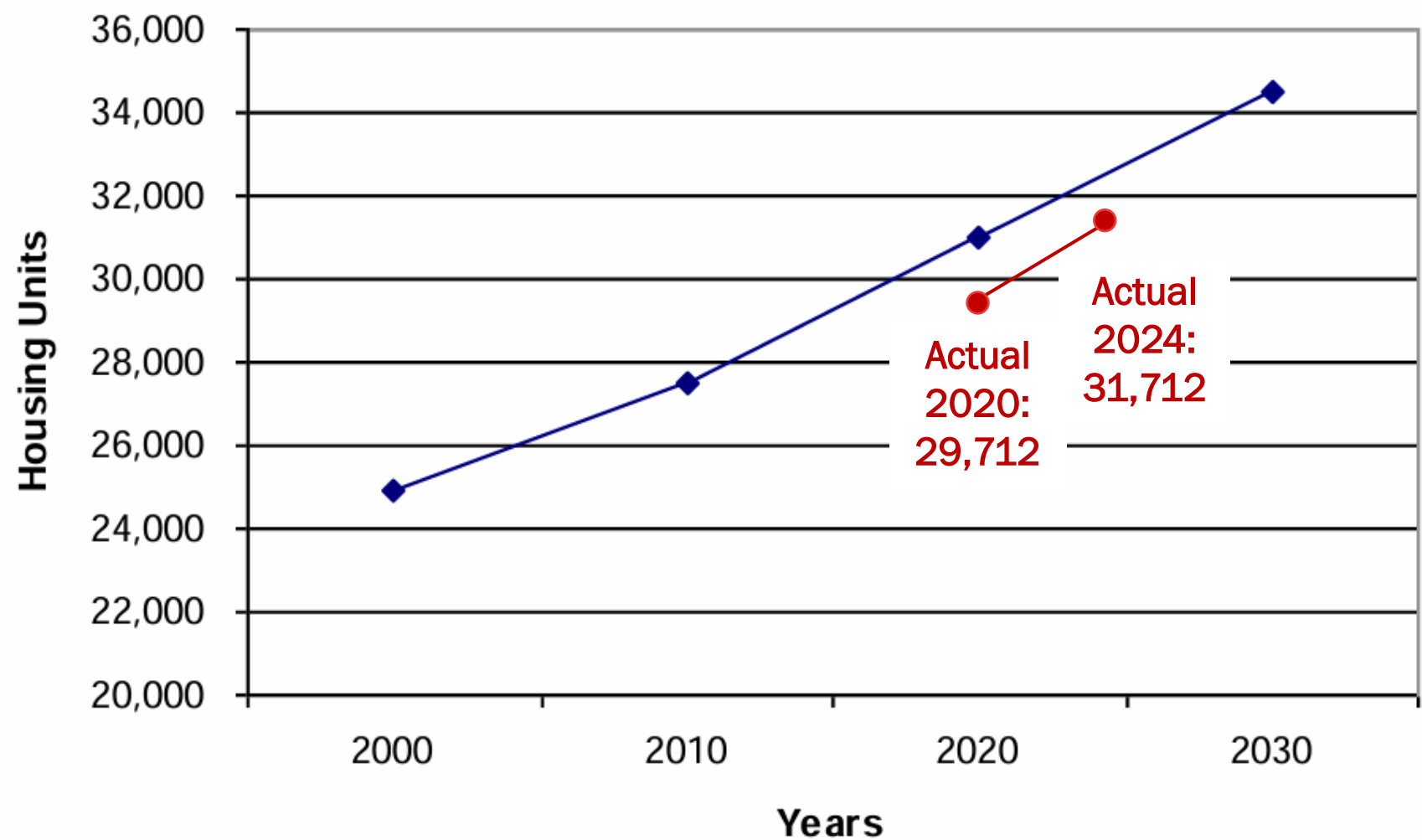
	1990	1990 Percent of Total	2000	2000 Percent of Total	2010	2010 Percent of Total	2020	2020 Percent of Total
White	54,042	95	57,657	93.4	60,226	91 %	59,602	86% ↓
African American	211	<1	429	0.7	752	1 %	1,071	2% ↑
Native American	332	<1	337	0.5	224	<1 %	409	<1% ↑
Asian or Pacific Islander	2,150	4	2,282	3.7	3,043	5 %	4,012	6% ↑
Other	121	<1	209	0.3	356	<1 %	786	1% ↑
Two or More Races	--	--	90	1.3	1,159	2 %	3,541	5% ↑
TOTAL	56,856	100	61,704	100	65,883	100	69,421	
Hmong			1,920	3.1	2,750	4.5		
Latino			619	1.1	1,268	2.1		

Sources: U.S. Census, 2010; "Hmong Population and Demographic Trends in the 2010 Census and 2010 American Community Survey", Mark E. Pfeifer, *Hmong Studies Journal*, Volume 13 (2), 2010 Census Issue.

STATE OF EAU CLAIRE – PAST AND TODAY



2013 Comprehensive Plan Forecast Number of Housing Units versus Actual



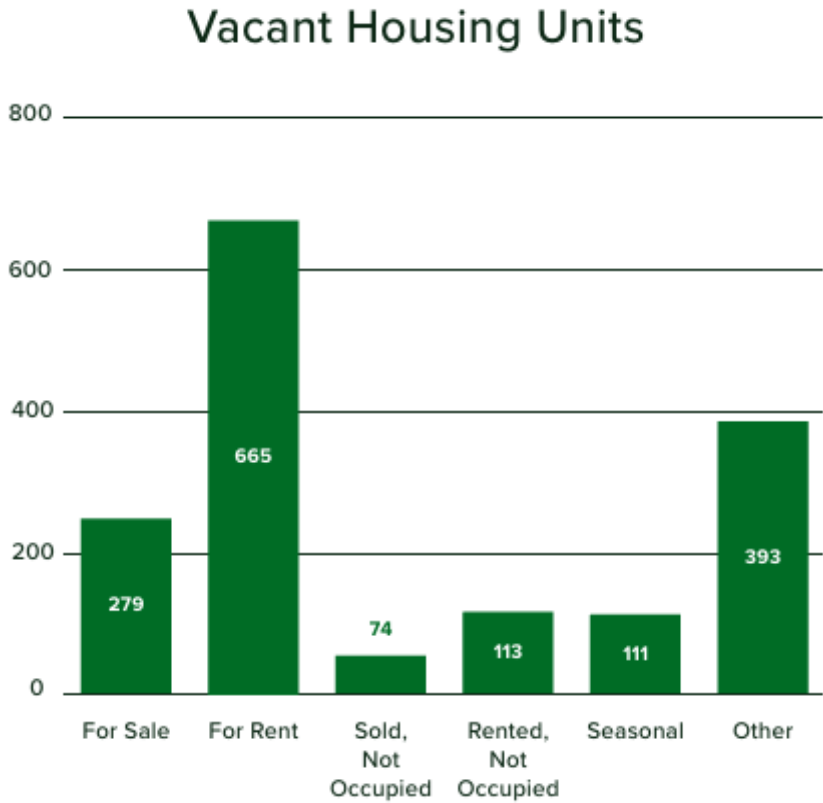
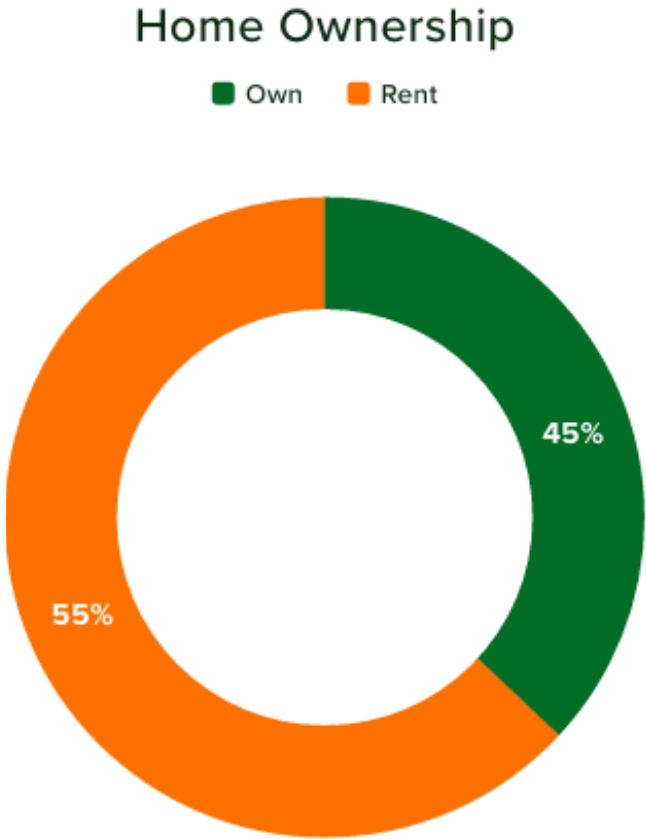
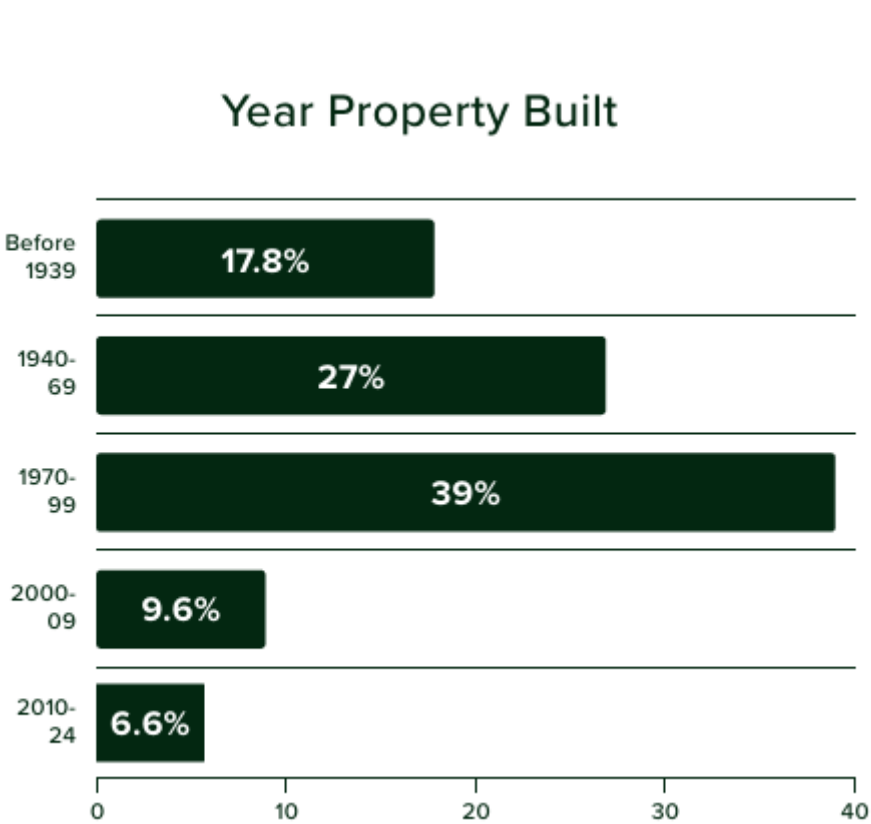
Source: 2013 Comprehensive Plan; U.S. Census Bureau, American Community Survey



STATE OF EAU CLAIRE – PAST AND TODAY



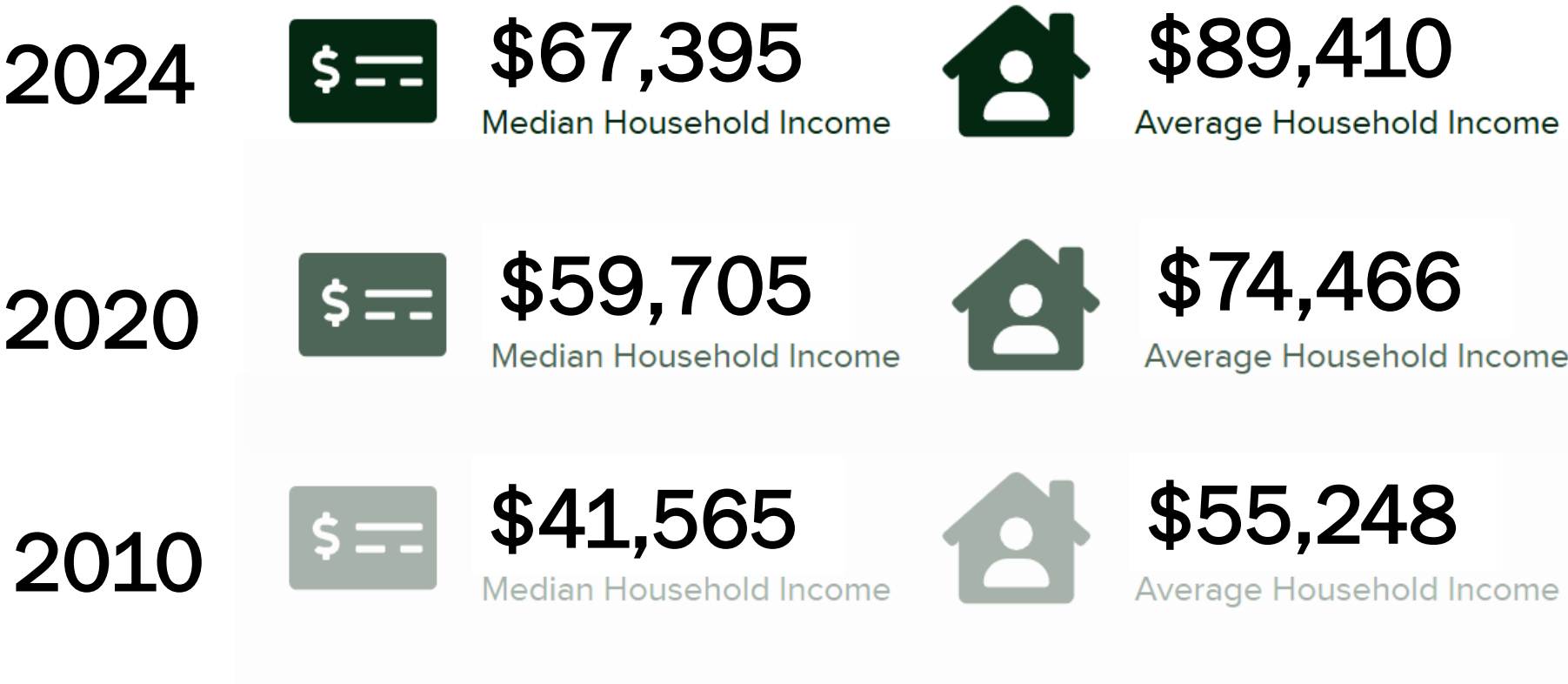
Housing Snapshot



STATE OF EAU CLAIRE – PAST AND TODAY



Economic Changes



Source: 2U.S. Census Bureau, American Community Survey



STATE OF EAU CLAIRE – PAST AND TODAY



Economic Changes



+4.5%

Population Growth

2025 vs. 2015



+9.4%

Employment Growth

2024 vs. 2014



+20.3%

Regional GDP Growth

2023 vs. 2013



+11.7%

Median Household Income Growth

2025 vs. 2015



+23%

Average Wage Growth

2025 vs. 2020



2.9%

Net New Construction

2024



2.2%

Unemployment Rate

2025



7.9%

Commercial Vacancy Rate

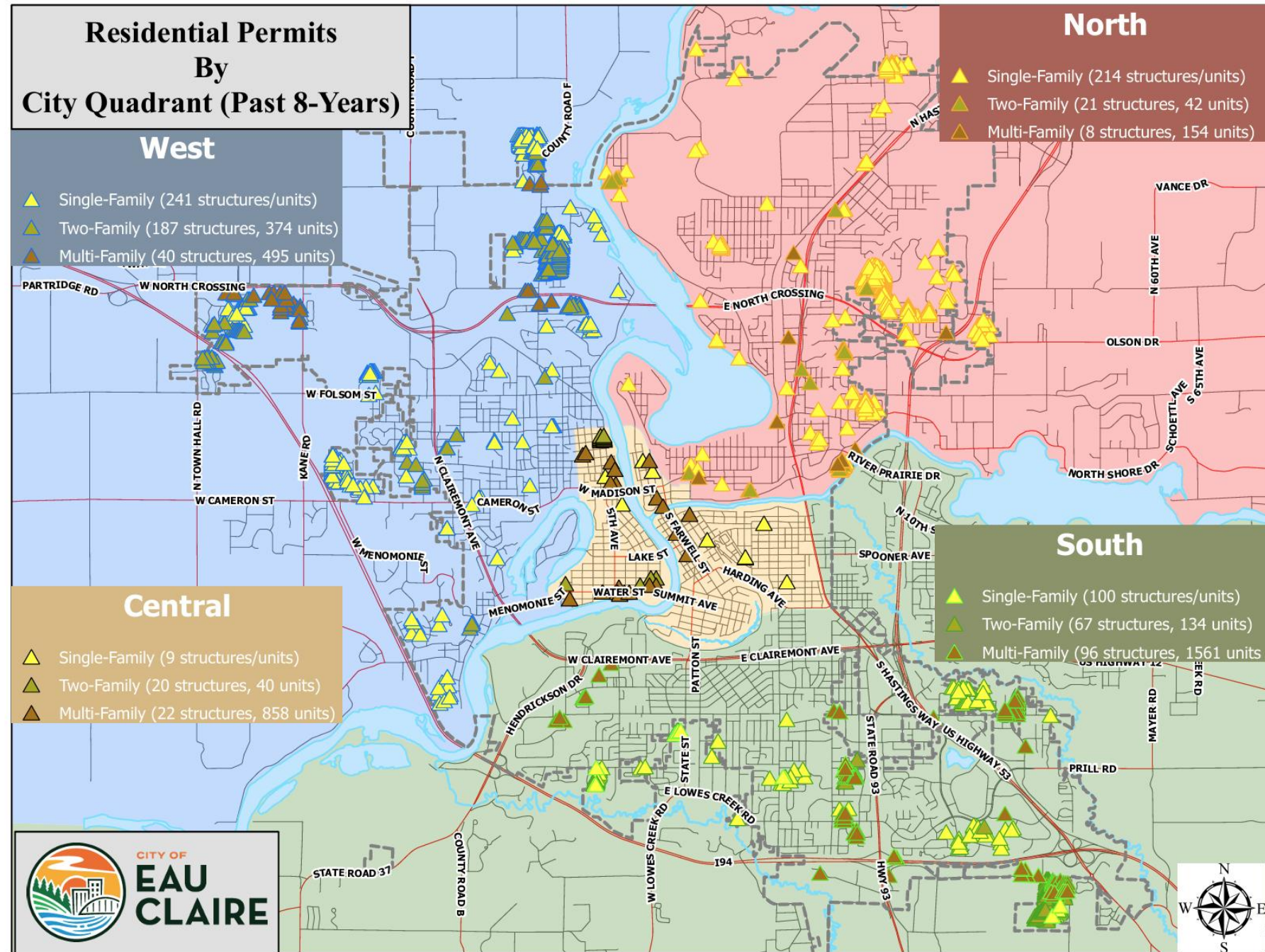
2023

Sources: Esri ArcGIS Business Analyst Software, U.S. Bureau of Labor Statistics, Wisconsin Department of Revenue, U.S. Bureau of Economic Analysis



STATE OF EAU CLAIRE – PAST AND TODAY

How we are growing

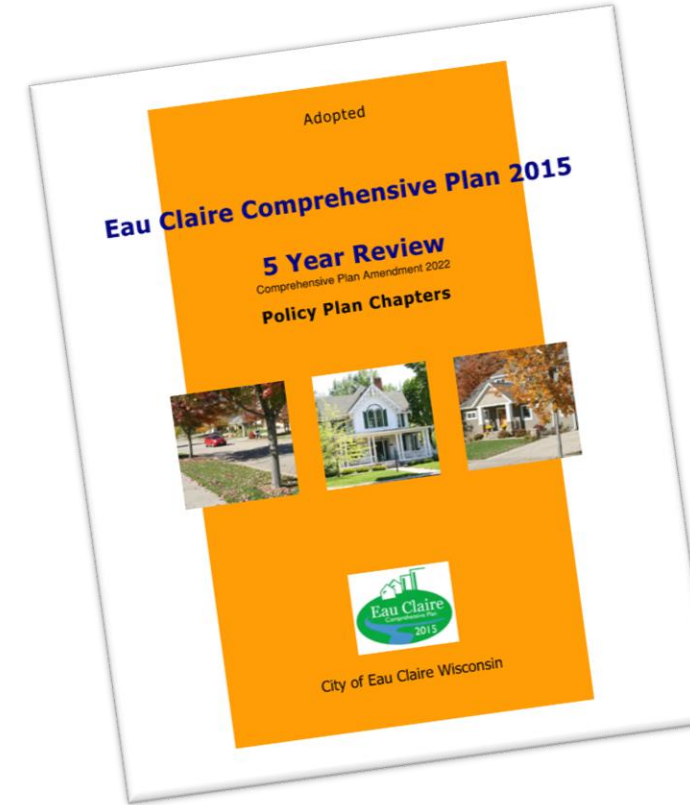


GOALS EXERCISE



Today's Plan – Major Themes

1. Be an **attractive city** where people want to live and work
2. Thrive as a **regional center** with good jobs in education, health care and manufacturing
3. Achieve **compact growth**; include nodes of higher intensity; build move-up housing; maintain a clear rural edge
4. Bring about **redevelopment and infill growth**, particularly in the older neighborhoods
5. Improve household **economic well-being**
6. Practice **environmental stewardship**



GOALS EXERCISE



Plan Goals

1. Land Use and Growth Management
2. Transportation System
3. Public Utilities
4. Parks, Greenways and Trails
5. Natural Resources
6. Economic Development
7. Urban Design
8. Neighborhoods and Districts

9. Housing Assistance, Diversity and Design
10. Historic and Cultural Resources
11. Downtown
12. Community Facilities
13. Governmental Cooperation

Update plan to be encompassing across all goals:
14. Sustainability
15. Health
+ Equity

Opportunities/ Desired Future

At least one
per topic

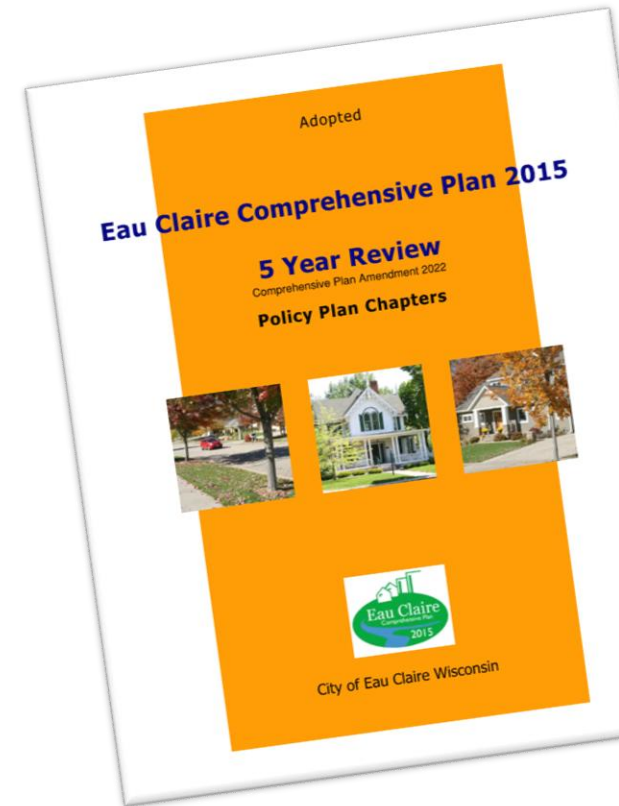


GOALS EXERCISE



Today's Plan –Goals

- **Land Use and Growth Management:** Establish and maintain a land use pattern that achieves a desirable balance among quality of life, economic growth, protection of natural resources, and efficient delivery of public services.
- **Transportation System:** Improve the City transportation system to ensure the safe and efficient movement of people and goods, and provide a variety of mode choices, while enhancing neighborhood livability and resident quality of life.
- **Public Utilities:** Maintain the existing public utility system and extend lines to newly-annexed properties while minimizing harm to the natural environment.
- **Parks, Greenways and Trails System:** Continue to expand the park system into new neighborhoods while improving the conditions in the older parks.

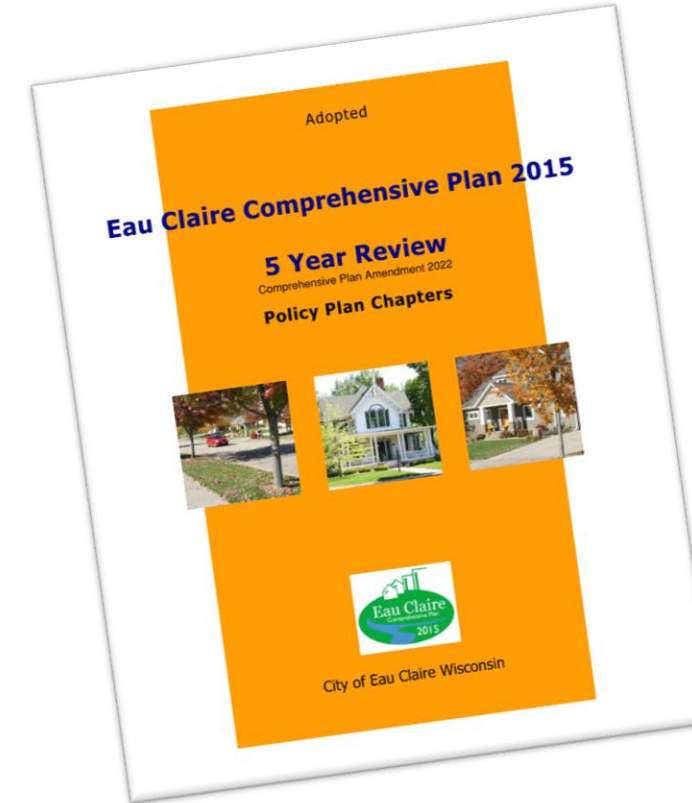


GOALS EXERCISE



Today's Plan –Goals

- **Natural Resources:** Protect or improve water quality, river banks, urban forest, wildlife habitat and soils in Eau Claire for the sake of sustainable development, ecological responsibility, quality of life and economic development.
- **Economic Development:** Increase household income, job opportunities and business growth throughout the local community.
- **Urban Design:** Improve the aesthetics and enhance the identity of the city as a whole and its neighborhoods, major road corridors and waterfronts by building on its traditional urban character, natural amenities and history.
- **Neighborhoods and Districts:** Achieve significant, continuous and lasting improvement to the physical, social and economic conditions of the neighborhoods around downtown.

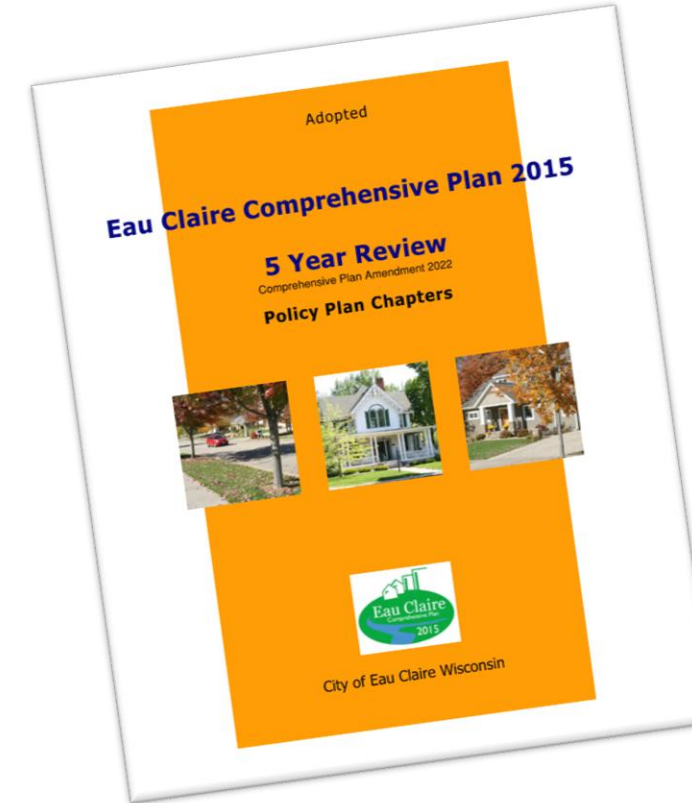


GOALS EXERCISE



Today's Plan –Goals

- **Housing Assistance, Diversity and Design:** Continue to stabilize and improve established neighborhoods while promoting affordable and decent housing for all residents of Eau Claire.
- **Historic and Cultural Resources:** Identify, protect and preserve Eau Claire's resources, which reflect distinctive elements of the City's cultural, social, economic, political, historical and architectural heritage in order to enhance the quality of life and foster pride and knowledge about Eau Claire's past.
- **Downtown:** Continue the renaissance of the Downtown as the regional multiple-use center that integrates civic facilities, offices, health care, meetings, entertainment, arts and culture, housing, and specialty retailers. Continue to make Downtown the most desirable location in Eau Claire to live, work or play because it is dense, diverse, walkable and linked to the rivers.

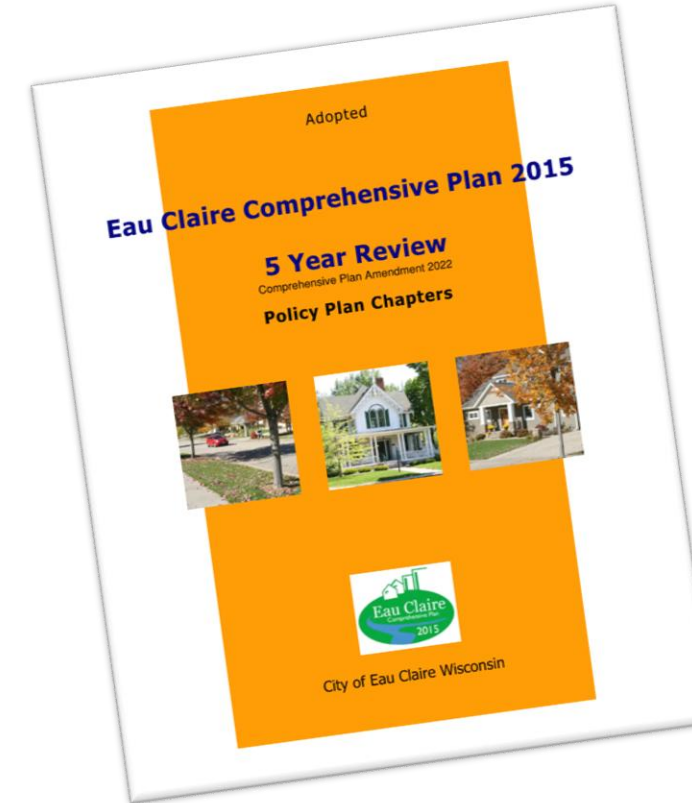


GOALS EXERCISE



Today's Plan –Goals

- **Community Facilities:** Locate and maintain public facilities and services so as to support the goals of compact growth, neighborhood revitalization, and sustainable new neighborhood design.
- **Governmental Cooperation:** Craft working arrangements with other units of government that benefit the City and advance the specific aims of the Comprehensive Plan.
- **Plan Implementation Program:** Ensure the ongoing implementation of the Eau Claire Comprehensive Plan as a relevant, usable, current and consistent statement of City policy.
- **Sustainability:** Make certain that principles of sustainability in the Eau Claire area are followed to improve our quality of life by meeting present environmental, economic, and social needs without compromising the ability of future generations to do the same.
- **Health:** Help improve human health relative to our built environment.



NEXT STEPS



Advisory Committee

- Next Meeting - November 9th
- Promote the website and project
- Share any additional contacts for listening sessions
- Share any meetings and events to promote the project

Planning Team/Staff

- Data collection and document review
- Update website and monthly polls
- Prepare for November visit

