



2022

CITY OF ALTOONA, WISCONSIN
COMPREHENSIVE PLAN
APPENDIX B

ADOPTED: 7.14.22

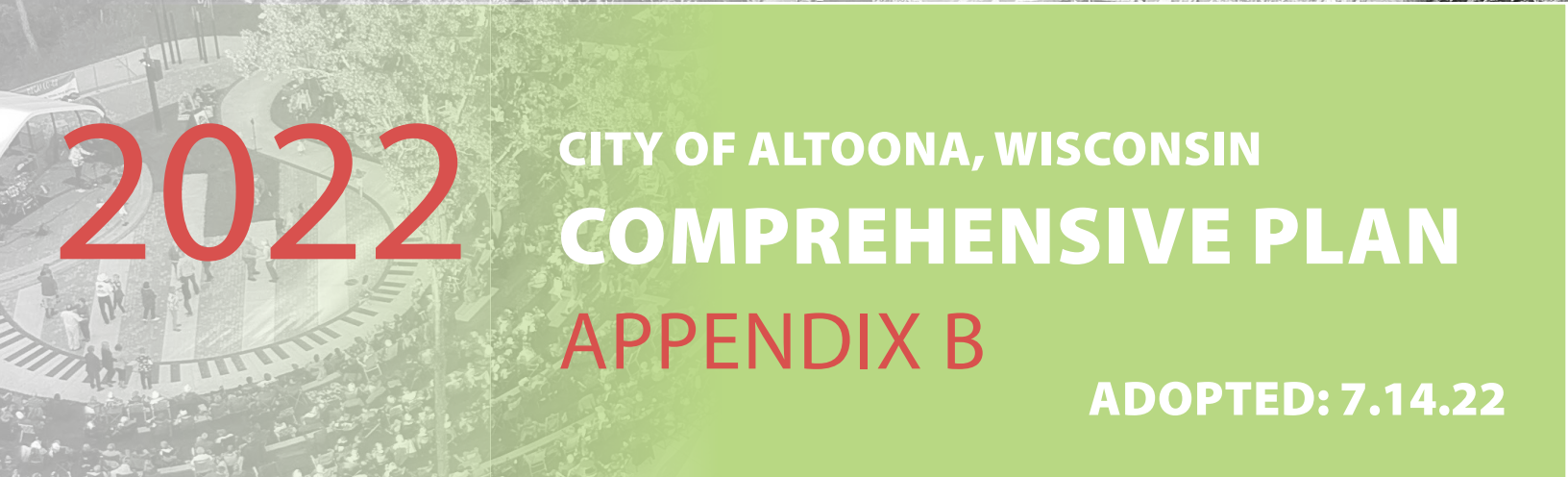


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INTRODUCTION

To provide sound public policy guidance, a comprehensive planning process should incorporate inclusive public participation procedures to ensure that final recommendations reflect a broadly supported vision. Near the outset of this planning process, the City Council and Plan Commission adopted the City's Public Participation Plan by resolution. The following public involvement opportunities were conducted as part of this planning process. This document provides summarized feedback from each event held throughout the development, review, and adoption of the 2022 City of Altoona Comprehensive Plan.

JOINT PLAN COMMISSION AND CITY COUNCIL KICKOFF MEETING

On July 8, 2021, a joint meeting of both the Plan Commission and City Council was held to kickoff the rewrite of the City of Altoona's Comprehensive Plan. This meeting included a summary presentation of the process and a discussion on key assets, issues, and opportunities withing the City. The following is a summary of the responses gathered in the meeting:

Assets

- Progressive and seeking growth, but maintain the small town feel where people feel connected.
- Build on River Prairie, lake, river, trail, and park system to maintain and enhance the high quality of life for residents.
- Great connections to the Chippewa Valley, Minneapolis, and northern Wisconsin.

Issues

- Housing diversity and affordable housing options
- Maintaining and providing services and infrastructure to support growth
- Tax base diversity
- Need to attract new young professionals and families
- Public transportation limitations

Missing In the City

- Running out of land for future growth
- Low-cost dining options and small-scale retail options
- Walkable amenities throughout the community
- Downtown and City core
- Amenities such as a dog park, swimming pool, skatepark, winter activities, etc.
- Civic curiosity and engagement.

Comparing Altoona to Other Communities

- City has great transportation accessibility with little traffic congestion
- City is a leader on positive changes (pro growth and business, River Prairie, regional destination, easy to work with, gets things done, open to partnerships and collaboration, etc.)
- City is viewed as a high tax community, but that isn't accurate. Need to be responsible in future infrastructure investments.

Future Community Growth

- Need open space and recreational amenities in new developments
- County Highway Shop rehabilitation to be a more of a civic campus
- Opportunities for downtown growth, infill development, redevelopment, and new development
- Need to keep existing housing stock looking good and maintain affordability
- Avoid homogenous new development, with phased expansion of new infrastructure

Top Priority

- Attract well-paying jobs
- Public financial sustainability, coupled with growth sustainability - protect the local tax payers

Vision For The Future

- Possible passenger rail stop near downtown
- Maintain intergovernmental cooperation in the region
- New year-round sports facilities that could be a regional draw
- Safe community with greater school and transportation system, unique and diverse neighborhoods, and local amenities

FOCUS GROUPS

On July 15-16, 2021, the City of Altoona hosted eight Focus Group Interview Sessions with community, regional, and state stakeholders. Over 40 total people participated in these meetings, which took place via Zoom. Stakeholders were grouped by topic area, which included: Economic Vitality; Economic Development; Housing; Transportation; Environment and Sustainability; Community and Neighborhood Design; and Diversity, Equity, And Inclusion. Below is a high-level summary of the feedback received.

Exciting Trends and Community Assets

- River Prairie redevelopment bringing new jobs, housing, and amenities to the community
- Community growth – housing, neighborhoods, schools, placemaking
- Strong education system that attracts people to the community
- Good regional collaboration – tourism, economic recovery, committees/boards, sustainability, equity
- High quality of life – small town feel with amenities, natural resources, family-friendly, parks
- Leveraging public-private partnerships
- Regional connections, location, and resources
- Better City development process compared to other communities in the region with open minded staff and elected officials
- Concentrated effort on community engagement

Missing Components of Altoona

- Regional or state destinations such as convention center, sports complex, shopping, restaurants, etc.
- No downtown core and small retail spaces
- Lack of industrial/manufacturing base
- Need a defined community identity
- Diverse housing opportunities for all incomes, ages, and lifestyle preferences
- Existing gaps in trail connections
- Need more green infrastructure
- Gaps or missing connections among various social services
- Lack of art and culture spaces, collaboration, and education

Issues

- The City needs space to grow and should avoid getting “boxed in” by growth of neighboring communities
- Infrastructure capacity
- Workforce availability, demographic shifts, and building/retaining talent in the region
- Concentrations of poverty in the City, present but sometimes invisible
- Increasing traffic volumes
- Protecting wildlife corridors and natural resources
- Increase relationship building and providing accessibility for all community members
- Need to increase and celebrate cultural diversity, instances of racism

- Entrenched institutions and systems that result in racial disparities

Priorities

- Sustainability efforts, climate change action
- Pursue equity and inclusion
- Improve parks and trails
- Support small-scale retail and diversifying tax base
- Invest in infrastructure to support future growth
- Foster entrepreneurship
- Coordinate across different entities and organizations to avoid duplication of efforts
- Address need for affordable housing
- Incorporate public health into decision-making
- Explore zoning changes to encourage desired types of development

MAP SURVEY

Between July 15 and August 9, 2021, the City of Altoona hosted an online map-based survey to gather input on future preservation and growth areas, existing gathering places and transportation issues, and new multi-modal transportation infrastructure ideas. The survey had 143 unique features added by residents to the map and 5,122 feature interactions (thumbs up or down vote). Below is a summary of the map features and several maps showing where they were suggested.

Top 10 Highest Ranked Features (Net Thumbs Up):

1. Preservation Area (66 net thumbs up)
2. Preservation Area (63 net thumbs up)
3. Gathering Places (57 net thumbs up)
4. Transportation Issue (56 net thumbs up)
5. Preservation Area (55 net thumbs up)
6. New Commercial (54 net thumbs up)
7. Transportation Issue (50 net thumbs up)
8. Preservation Area (49 net thumbs up)
9. Transportation Issue (49 net thumbs up)
10. Gathering Place (47 net thumbs up)/Transportation Issue (47 net thumbs up)

Top 10 Highest Interacted Features:

1. New Residential (49 thumbs up, 79 thumbs down)
2. New Residential (49 thumbs up, 31 thumbs down)
3. Gathering Place (58 thumbs up, 16 thumbs down)
4. Infill and Redevelopment Opportunity (47 thumbs up, 22 thumbs down)
5. Transportation Issue (40 thumbs up, 28 thumbs down)
6. Transportation Issue (26 thumbs up, 41 thumbs down)
7. Preservation Area (66 thumbs up, 0 thumbs down)
8. Preservation Area (64 thumbs up, 1 thumb down)
9. Transportation Issue (52 thumbs up, 12 thumbs down)
10. New Commercial (50 thumbs up, 14 thumbs down)

Land Use Features:

- 16 Infill and Redevelopment Features (Orange)
- 10 New Mixed Use Features (Purple)
- 9 New Residential Features (Yellow)
- 8 New Commercial Features (Red)
- 2 New Light Industrial Features (Grey)

Preservation and Recreation Features:

- 19 Gathering/Recreation Features (Blue)
- 17 Preservation Features (Green)
- 9 New Bike/Pedestrian Trail Features (Green)








Transportation Features:

- 45 Existing Transportation Issue Features (Purple)
- 9 New Bike/Pedestrian Trail Features (Green)
- 2 New or Improved Road Features (Red)



Map 1: Jurisdictional Boundaries

City of Altoona Comprehensive Plan

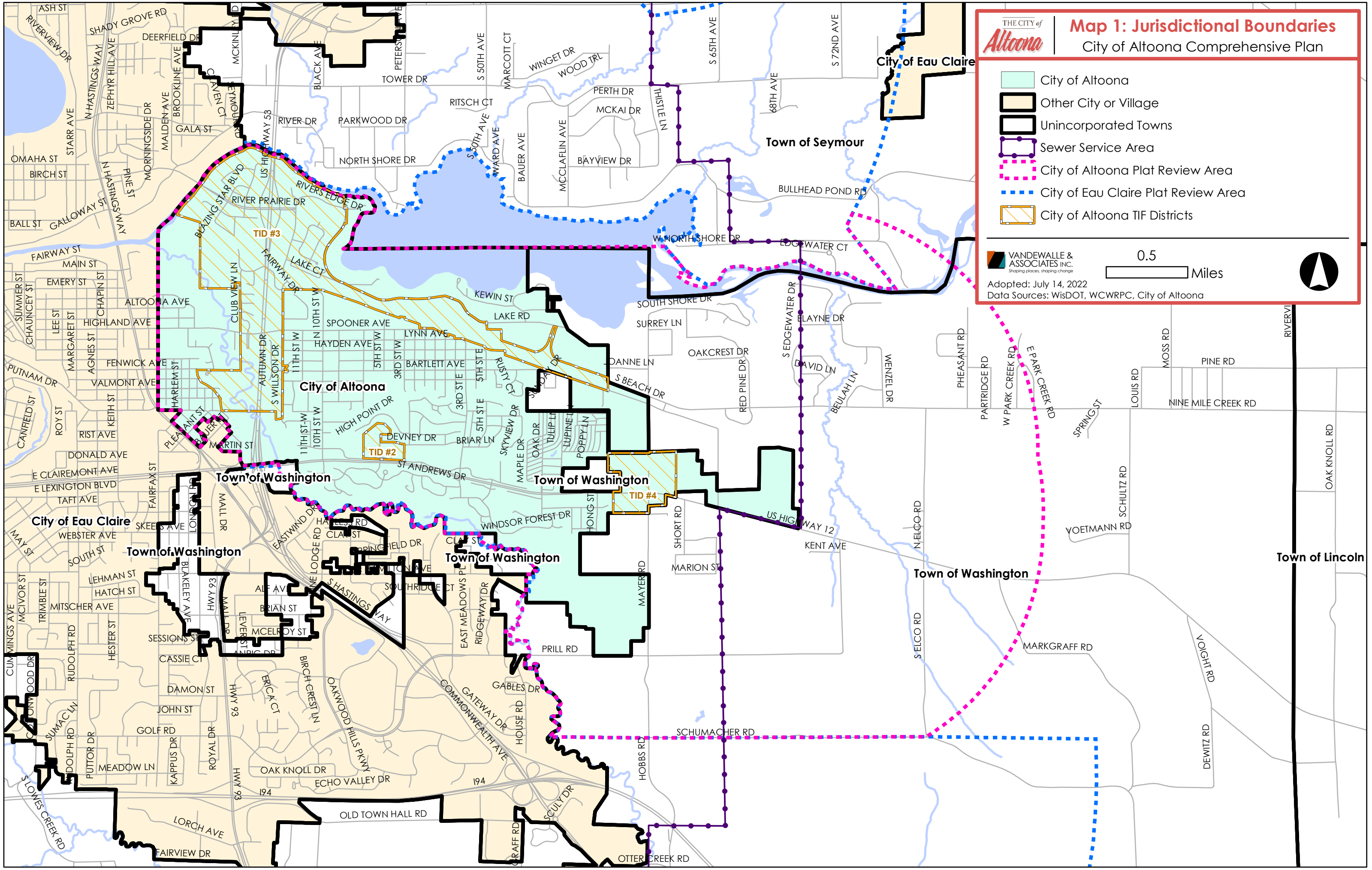
-  City of Altoona
-  Other City or Village
-  Unincorporated Towns
-  Sewer Service Area
-  City of Altoona Plat Review Area
-  City of Eau Claire Plat Review Area
-  City of Altoona TIF Districts

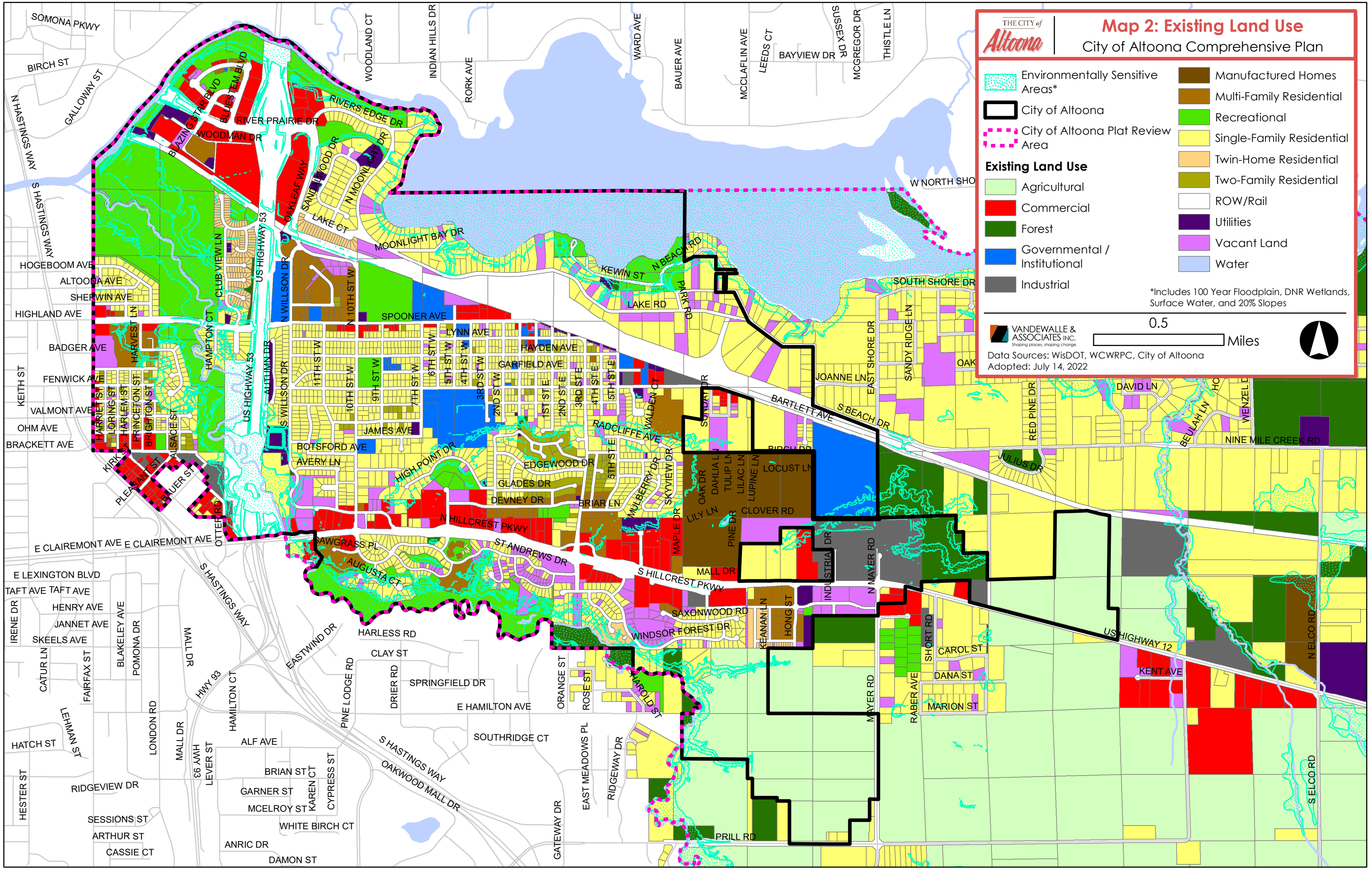


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Adopted: July 14, 2022
Data Sources: WisDOT, WCWRPC, City of Altoona





Map 2: Existing Land Use

City of Altoona Comprehensive Plan

- Environmentally Sensitive Areas*
- City of Altoona
- City of Altoona Plat Review Area
- Existing Land Use**
 - Agricultural
 - Commercial
 - Forest
 - Governmental / Institutional
 - Industrial
 - Manufactured Homes
 - Multi-Family Residential
 - Recreational
 - Single-Family Residential
 - Twin-Home Residential
 - Two-Family Residential
 - ROW/Rail
 - Utilities
 - Vacant Land
 - Water

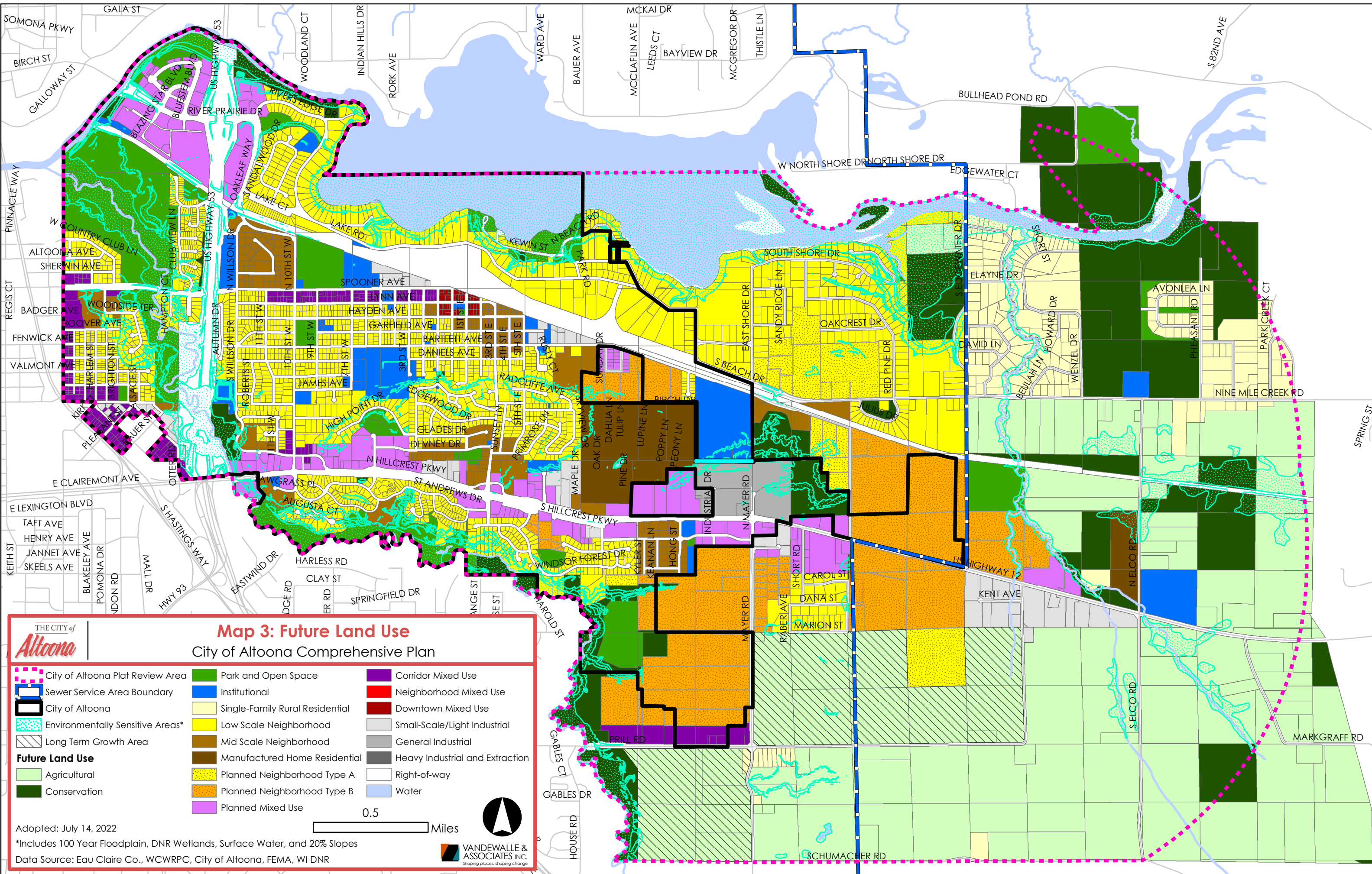
*Includes 100 Year Floodplain, DNR Wetlands, Surface Water, and 20% Slopes



0.5 Miles



Data Sources: WisDOT, WCWRPC, City of Altoona
Adopted: July 14, 2022



THE CITY of Altoona

Map 3: Future Land Use

City of Altoona Comprehensive Plan

City of Altoona Plat Review Area	Park and Open Space	Corridor Mixed Use
Sewer Service Area Boundary	Institutional	Neighborhood Mixed Use
City of Altoona	Single-Family Rural Residential	Downtown Mixed Use
Environmentally Sensitive Areas*	Low Scale Neighborhood	Small-Scale/Light Industrial
Long Term Growth Area	Mid Scale Neighborhood	General Industrial
Future Land Use	Manufactured Home Residential	Heavy Industrial and Extraction
Agricultural	Planned Neighborhood Type A	Right-of-way
Conservation	Planned Neighborhood Type B	Water
	Planned Mixed Use	

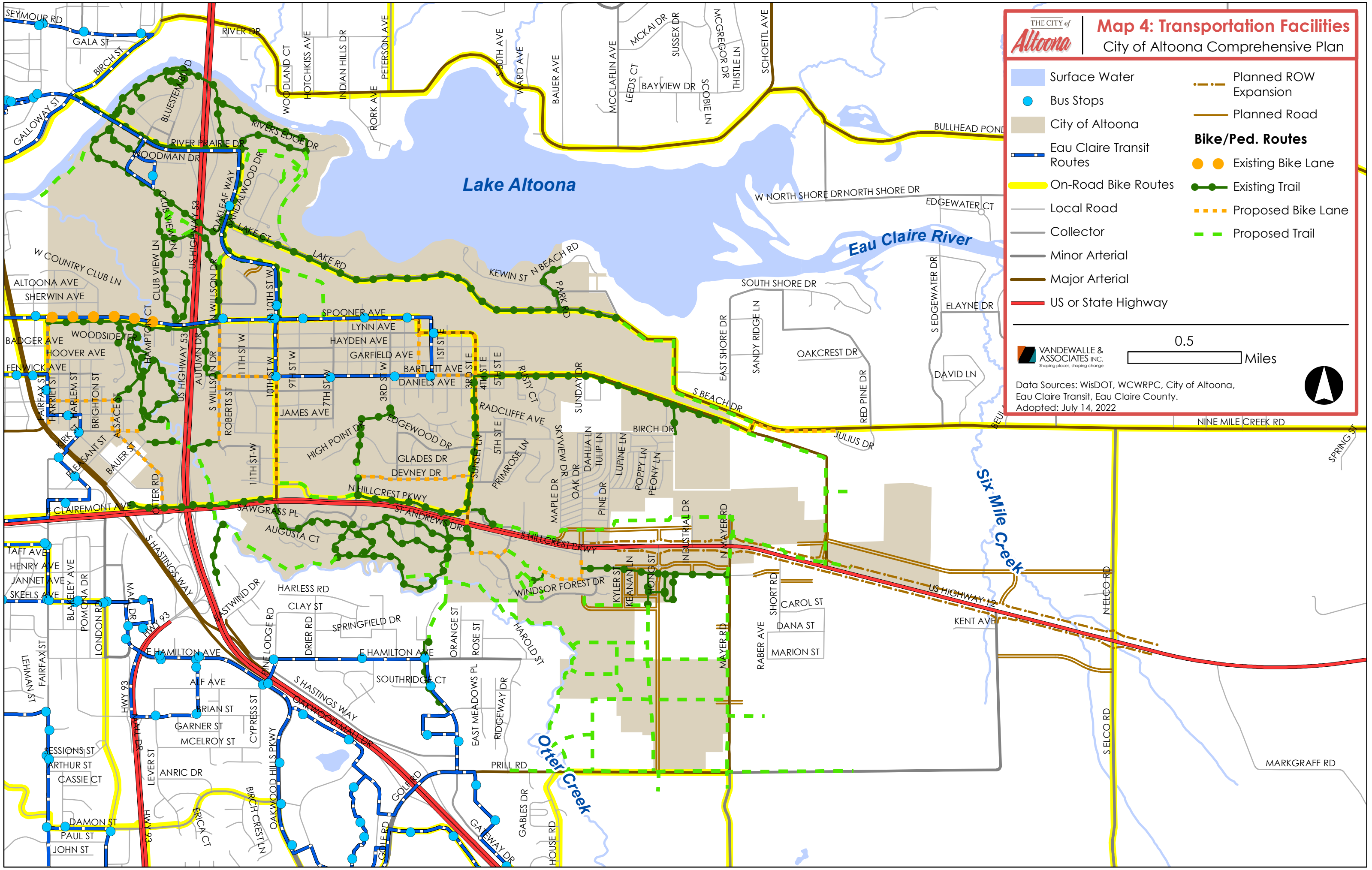
Adopted: July 14, 2022

*Includes 100 Year Floodplain, DNR Wetlands, Surface Water, and 20% Slopes

Data Source: Eau Claire Co., WCWRPC, City of Altoona, FEMA, WI DNR

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VANDEWALLE & ASSOCIATES INC. Shaping places, shaping change

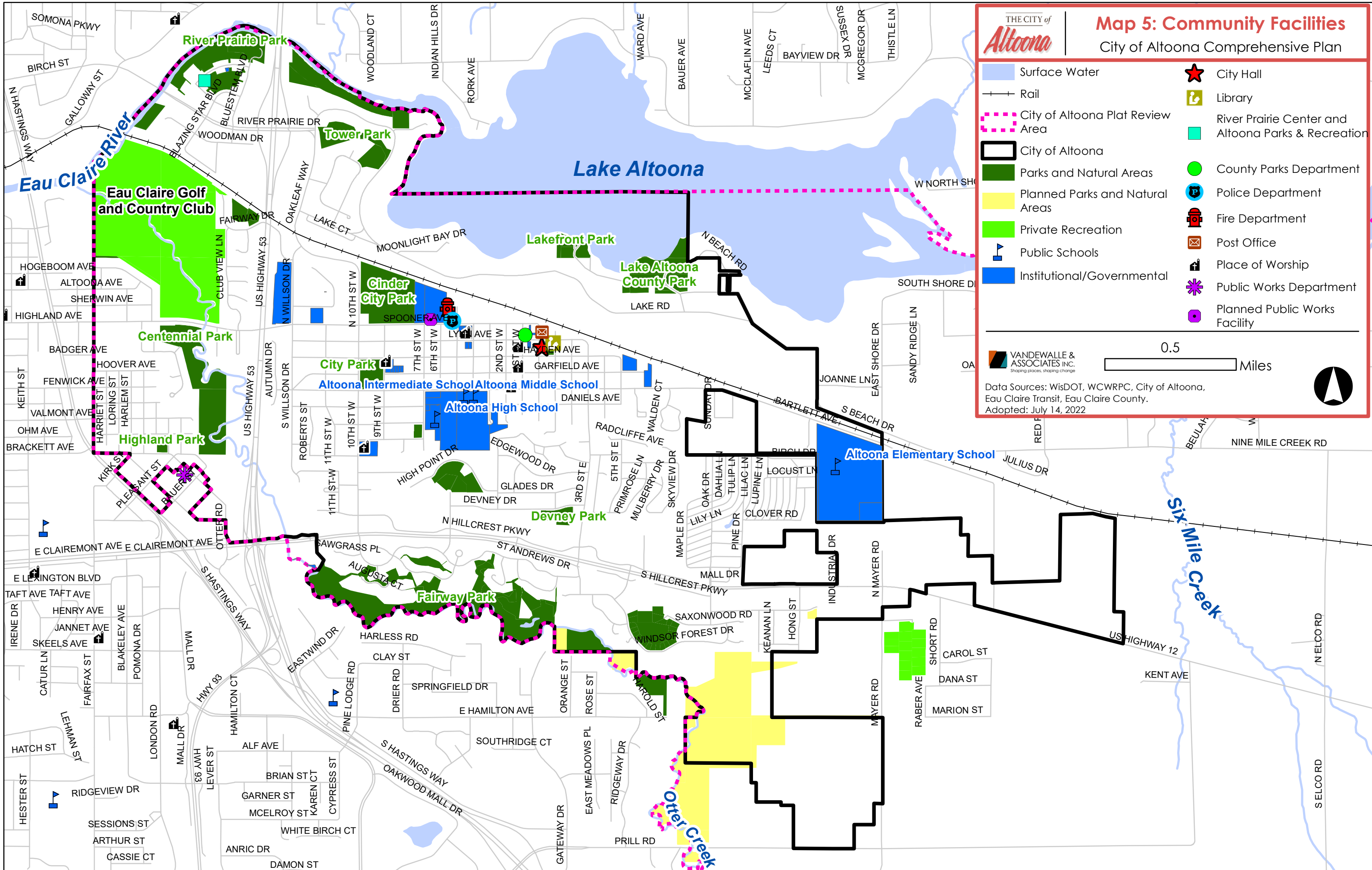


Surface Water	Planned ROW Expansion
Bus Stops	Planned Road
City of Altoona	Bike/Ped. Routes
Eau Claire Transit Routes	Existing Bike Lane
On-Road Bike Routes	Existing Trail
Local Road	Proposed Bike Lane
Collector	Proposed Trail
Minor Arterial	
Major Arterial	
US or State Highway	

VANDEWALLE & ASSOCIATES INC.
 Shaping places. shaping change.

0.5 Miles

Data Sources: WisDOT, WCWRPC, City of Altoona, Eau Claire Transit, Eau Claire County.
 Adopted: July 14, 2022



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Map 5: Community Facilities

City of Altoona Comprehensive Plan

Surface Water	City Hall
Rail	Library
City of Altoona Plat Review Area	River Prairie Center and Altoona Parks & Recreation
City of Altoona	County Parks Department
Parks and Natural Areas	Police Department
Planned Parks and Natural Areas	Fire Department
Private Recreation	Post Office
Public Schools	Place of Worship
Institutional/Governmental	Public Works Department
	Planned Public Works Facility

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0.5 Miles

Data Sources: WisDOT, WCWRPC, City of Altoona, Eau Claire Transit, Eau Claire County.
Adopted: July 14, 2022

VISIONING WORKSHOP AND SURVEY

VISIONING WORKSHOP

On August 5, 2021, a virtual Visioning and Prioritization Workshop was held to gather input on the development of the City's 2022 Comprehensive Plan. The meeting was attended by approximately 30 people. The event featured breakout group sessions on visioning and top priorities, with an interactive polling exercise to gather feedback on growth, quality of life, economic development, and infrastructure priorities.

Visioning Breakout Group Discussion

The large group was split into three different small breakout groups where a facilitated discussion took place to gather input on the community's vision for the future. Below is a summary of the feedback received during those sessions:

What do you value most about Altoona today?

- Location to bigger amenities and communities with local access to amenities and natural resources
- High quality school system
- Great place to live and do business with reasonable taxes
- City has established its own identity, but remains tight-knit, welcoming, and comfortable
- Right-sized community (not too big or small) with a high quality of life

In the future, what do you think will be the most important assets or qualities that Altoona could offer to residents or visitors?

- Lake Altoona, River Prairie, park and trail network, and recreational destinations
- High quality local school system
- Elected officials listening to the public and involving them in decisions being made
- Thoughtful mix of housing for different people and lifestyles

What do you think are the most significant challenges that the community faces today? How could we address them?

- Overcrowding, school impact of growth, and increased traffic
- Maintaining and improving the lake quality
- Sustainable taxes balanced with growth, infrastructure, and service needs
- Cost of living is increasing and there is a need to continue to improve the housing mix for all levels of income
- Improvement of bicycle and pedestrian facilities throughout the community, but especially along Hwy 12
- Reducing crime and utilizing technology to improve enforcement
- Expanding public transportation opportunities

What challenges do you foresee the community will face in the future (next 5 years and beyond)? How could we begin to address them now?

- Overdevelopment of residential and density
- Traffic and congestion
- Lack of industrial and commercial land in the City for jobs in the community
- Revitalize downtown and redevelopment of the former County Highway Shop
- Utilizing the money following the closure of the River Prairie TIF District
- Staffing and infrastructure concerns as the City grows
- Public health and bouncing back from the pandemic
- Climate change and planning for natural disasters
- Aging population impacting housing and workforce

What kind of community should Altoona be in the future? What would need to change in order to accomplish that?

- Quiet bedroom community that relies on Eau Claire and region
- Want to see a high-quality Lake Altoona
- Balanced growth
- Fiscal sustainability
- Sharing services and working collaboratively with neighboring communities
- Full-service community with shopping and retail options that compliments Eau Claire
- Recreational focused community that is welcoming to all and is a good neighbor

Prioritization Polling Questions

Following the breakout group sessions, the large group was guided through a polling exercise to help identify top priorities. The poll featured nine different questions, as listed below:

What mix of land use types should Altoona have in 2040?

- A. 17% Continue to maintain residential as the prominent land use in the City
- B. 8% Increase commercial/retail and office as a share of the land uses in the City
- C. 8% Increase manufacturing and light industrial as a share of land uses in the City
- D. 67% Seek a balanced mix of commercial/retail, industrial, and residential

Where should future growth be guided?

- A. 6% Outward - Develop farmland and woodland around the City
- B. 19% Inward and Upward - Add housing and businesses only within existing developed areas and encourage taller buildings to limit outward growth
- C. 75% Outward, Inward, and Upward - Balance edge development with existing infill opportunities

What types of residential neighborhood make-up should be prioritized?

- A. 33% Homogenous (format, tenure, costs, lifestyle, etc.)
- B. 27% Mixed (format, tenure, costs, lifestyle, etc.)
- C. 40% Some neighborhoods that are homogenous and some that are mixed

What type of new single-family housing development should be encouraged? (check all that apply)

- A. 20% Large lots (>15,000 sf)
- B. 53% Medium lots (10,000-15,000 sf)
- C. 13% Small lot front-loaded (7,000-10,000 sf)
- D. 20% Small lot alley-loaded (5,000-7,000 sf)
- E. 47% Balanced approach that accommodates some of each

What type of new multi-family housing development should be encouraged? (check all that apply)

- A. 57% Duplexes (2 units)
- B. 57% Townhomes (3-6 units)
- C. 21% Small multi-family (3-8 units)
- D. 29% Mid-size multi-family (8-20 units)
- E. 14% Large-size multi-family (20+ units)
- F. 36% Balanced approach that accommodates some of each

What new types of housing would you like to see incorporated into existing neighborhoods? (check all that apply)

- A. 60% Small lot infill (single-family homes on small lots)
- B. 20% Convert single-family homes into duplexes
- C. 53% Accessory dwelling units and in-family suites
- D. 47% Replace existing development with small multi-family (in appropriate locations)
- E. 20% None of the above

What is your top quality of life priority for the City to address over the next 10 years?

- A. 44% Enhance or grow recreational opportunities (parks, trails, facilities)
- B. 6% Focus efforts on increasing equity and unraveling institutional racism
- C. 0% Increase public art, artist spaces, and events
- D. 25% Advance sustainability measures, natural resource protection, and climate action
- E. 6% Walkability and bikeability (easy and safe mobility)
- F. 6% Life-long learning opportunities (library, community education programs)
- G. 6% Public health (built environment, active living, aging in place, education programs)
- H. 6% Other

What is your top economic development priority for the City to address over the next 10 years?

- A. 19% Revitalize downtown (Old Altoona)
- B. 12% Make land available for new light industrial and manufacturing
- C. 12% Foster entrepreneurship and small business opportunities
- D. 6% Increase commercial, retail, and office
- E. 0% Opportunities for home-based businesses
- F. 50% Enhance quality of life amenities and elements
- G. 0% Increase tourism
- H. 0% Other

What is your top infrastructure priority for the City to address over the next 10 years?

- A. 38% Develop and implement sustainability goals and action plan (energy, water quality, habitat, climate change, etc.)
- B. 0% Increase transit (bus) options
- C. 6% Enhance bicycle and pedestrian connections
- D. 0% Expand broadband facilities
- E. 25% More gathering spaces (parks, recreation, library)
- F. 31% Road repair and maintenance
- G. 0% Other

Wrap-Up Breakout Group Discussion

The large group was split into three different small breakout groups where a facilitated discussion took place to gather input on the top overall priority or big idea for the community's future. Below is a summary of the feedback received during those sessions:

What is your top priority for the City moving forward?

- Continue to consider this question long-term
- Focusing on infill development
- Balancing growth between infill/redevelopment and new development
- Pedestrian and bicycle connections and improvement of safety
- Long-term fiscal sustainability
- Maintaining the bedroom community with its own character and preservation of natural resources
- Don't try to be something that the City isn't – local amenities/businesses to serve its own population
- Strong education system

What did we miss in this evening's conversation?

- Adapting to technology changes
- Maintaining the top-notch public safety in the community
- Getting more people involved

What's your "big idea" for the future of Altoona? How could we accomplish it?

- Year-round sporting facilities or convention facility
- Lake Altoona destinations and gathering places

VISIONING WORKSHOP FOLLOW-UP SURVEY

Between August 5 and August 30, 2021, an online visioning survey was hosted on the City website. The survey mirrored the questions asked at the August 5th Public Workshop. In total, just over 200 people provided responses. Below is a summary of the results.

- Nearly 30% of respondents lived in Altoona for over 11 years and 26% have only lived in the City for 1-5 years.
- Over 75% of respondents owned their home.
- Only 10% of respondents were born and/or raised in Altoona.
- Most respondents of the survey were between 30-64 years old.
- Nearly all survey respondents did not participate in the August 5th Public Workshop.
- Highest valued components of Altoona today include:
 - River Prairie, parks and open space, schools, small town feel, trails and paths, community support, location, high-quality new development, safety, natural beauty and resources, and the progressive community thinking.
- Most important assets or qualities of Altoona include:
 - Schools, parks/trails/recreational amenities, job opportunities, housing options, safety, family-friendly, high quality of life, and climate reliance.
- Most significant challenges facing Altoona today include:
 - Housing affordability, rapid development, lack of planning for older parts of the community, too many multi-family developments, maintaining the small town feel, climate change, infrastructure constraints and funding, managing property taxes, racial inequity, safety, and employment opportunities.
- Most significant challenges facing Altoona in the future include:
 - Overcrowding and smart growth, thoughtful decision making, affordable housing, access to employment, school capacity and funding, climate change, losing the small town feel, increased crime, infrastructure and service capacity, and increasing inequity.
- Vision for the future:
 - Equitable, inclusive, diverse, and affordable, progressive, sustainable, innovative, small business-focused, family-friendly, safe, attractive, collaborative, close-knit community, maintaining identity, high-quality schools and education system for all, eco-friendly, visitor-friendly, and high-quality of life components.
- 62% of respondents preferred a balanced mix of land uses in 2040 (commercial/retail, office, industrial, and residential).
- Over 50% of respondents would like to see future growth happen inward and upward, while 30% preferred a balanced approach (some outward and some inward).
- Nearly 60% of respondents favored a mixed format of new residential neighborhoods (different sizes, formats, costs, lifestyles, etc.)
- In terms of new single-family housing development, 50% of respondents favored a balanced approach to lot sizes (large, medium, and small).
- Duplexes received the highest percentage of votes for the type of new multi-family most desired (64%), while over 50% of respondents favored a balanced approach (many different styles and densities).
- Small lot single-family infill was the preferred new housing type within existing residential neighborhoods (66%), but replacing existing development with small multi-family development was another preferred option receiving 46%.
- 28% of respondents voted that their top quality of life component to address over the next decade was enhance and grow parks, trails, and recreational opportunities.
- Revitalize downtown was the top economic development priority for the future (65%).
- 44% of respondents voted that developing and implementing sustainable goals and action plans were the top infrastructure priorities for the City over the next decade. Road maintenance and repair was also favored (22%).

SCENARIO PLANNING WORKSHOP AND SURVEY

SCENARIO PLANNING WORKSHOPS

On September 28 and 29, 2021, two Scenario Planning Workshops were held at the Fish House in Altoona City Park. The workshop on September 28th was held to gather input and feedback from the general public. Approximately 50 people attended. The workshop on September 29th was an opportunity for City Staff, Plan Commission members, and City Council representatives to provide feedback. Approximately 14 people attended.

The purpose of both workshops was to learn about, review, and provide feedback on different growth scenarios for the future of Altoona.

September 28th Public Workshop Summary

Future Needs

Attendees were asked to think broadly about how their needs might change between now and the next 10-20 years in respect to transportation, housing, employment, and parks and recreation. Below is a summary of responses provided:

Transportation

Increased bus service/routes, more multi-use paths, electric car charging stations, increased street trees, sound barriers along Hwy 53, lack of transportation connection on the edge of community, light rail service, safer crossings on Hwy 12, less truck traffic, airport, continue to primarily use vehicle travel, increase stop signs, no need for mass transit, and most people will be working from home.

Housing

Increased downtown housing and within the City before edge development, more affordable housing and rental options needed, assisted living facilities, density, enforce property maintenance code, allow aging residents to stay in their homes, keep development out of floodplain, more single-family and less multi-family (lower density housing), and stay the same.

Employment

Increase healthcare, tech, warehousing, manufacturing, and small businesses, may be able to work remote and live anywhere, improve downtown, most people who live in Altoona work somewhere else, and many people will be retiring.

Parks/Recreation

Need public open space (kids, families, and seniors), biking and walking trails, playfields, indoor recreational facility/public sports complex, winter activities, aquatic center, handicap accessible parks, increase pedestrian safety, public pool, a clean Lake Altoona, cross country skiing, gun range, and private yards and open space.

Other

Need School District involvement and planning, reliable high-speed internet, keep Altoona the same and don't be in direct opposition to existing development, keep historic preservation in mind, and focus within the City prior to annexation and expanding the City boundary.

Next, a presentation was provided that outlined the six different growth scenarios, how they were developed, and the pros and cons of each. Following the discussion, attendees were asked to 1) indicate which scenarios met each community goal and 2) rank each scenario upon which they preferred to see. Below are the results of each exercise:

Evaluating Scenarios Based on Community Goals

Residential Scenarios	Low Density (1)	Baseline Altoona (2)	Mixed Density (3)
Affordable neighborhoods and housing that enables people of many different ages, incomes, and lifestyles to live in Altoona	Somewhat Meets Goal	Somewhat Meets Goal	Somewhat Meets Goal
Provide a balanced mix of commercial/retail, office, industrial, and residential (diversify tax base)	Doesn't Meet Goal	Somewhat Meets Goal	Somewhat Meets Goal
Fiscally sound growth: minimize infrastructure costs	Doesn't Meet Goal/Somewhat Meets Goal	Somewhat Meets Goal	Meets Goal
Keep Altoona's identity while growing	Somewhat Meets Goal/Meets Goal	Somewhat Meets Goal	Doesn't Meet Goal
Protect natural resources, water resources, and open space	Meets Goal	Somewhat Meets Goal	Doesn't Meet Goal
Other Goals Written-In			
Maintain Schools	Doesn't Meet Goal		
Protect Neighborhoods	Somewhat Meets Goal		
Green Space, Park Space, and Trails	Meets Goal		Meets Goal
1-acre Lots	Meets Goal		

Commercial/Industrial Scenarios	Minimum (1)	Moderate (2)	Significant (3)
Provide a balanced mix of commercial/retail, office, industrial, and residential (diversify tax base)	Somewhat Meets Goal	Somewhat Meets Goal	Somewhat Meets Goal
Fiscally sound growth: minimize infrastructure costs	Somewhat Meets Goal	Somewhat Meets Goal	Doesn't Meet Goal
Keep Altoona's identity while growing	Somewhat Meets Goal	Somewhat Meets Goal	Doesn't Meet Goal
Protect natural resources, water resources, and open space	Meets Goal	Somewhat Meets Goal	Doesn't Meet Goal
Other Goals Written-In			
Warehousing buildings/light industrial		Somewhat Meets Goal	Meets Goal

Residential Scenario that met the most community goals:

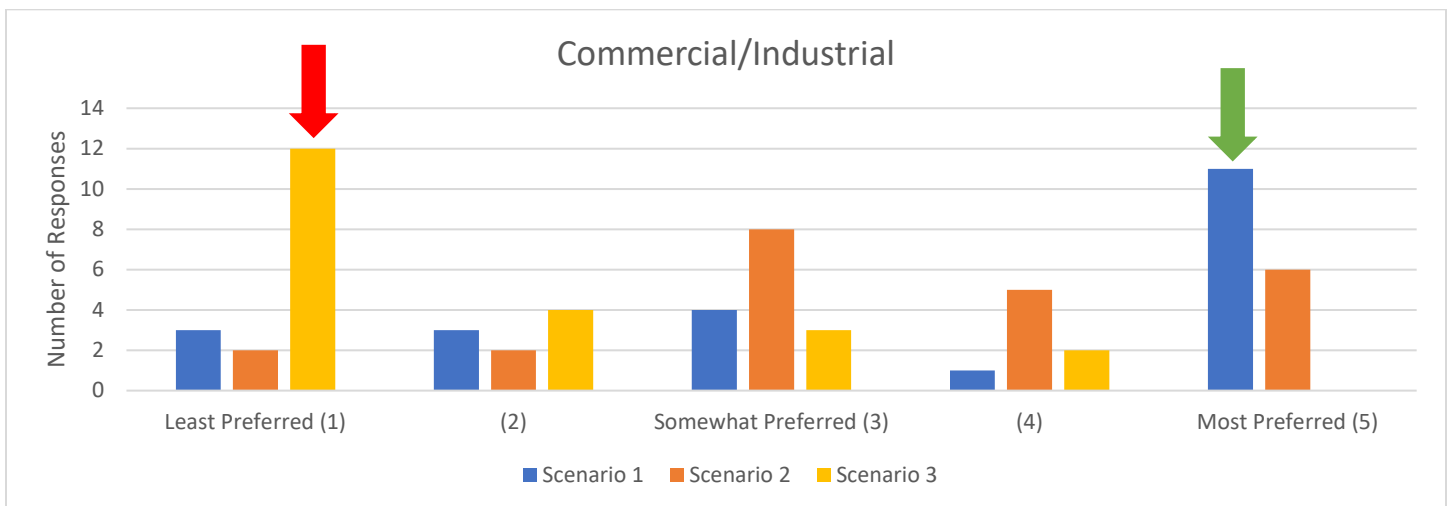
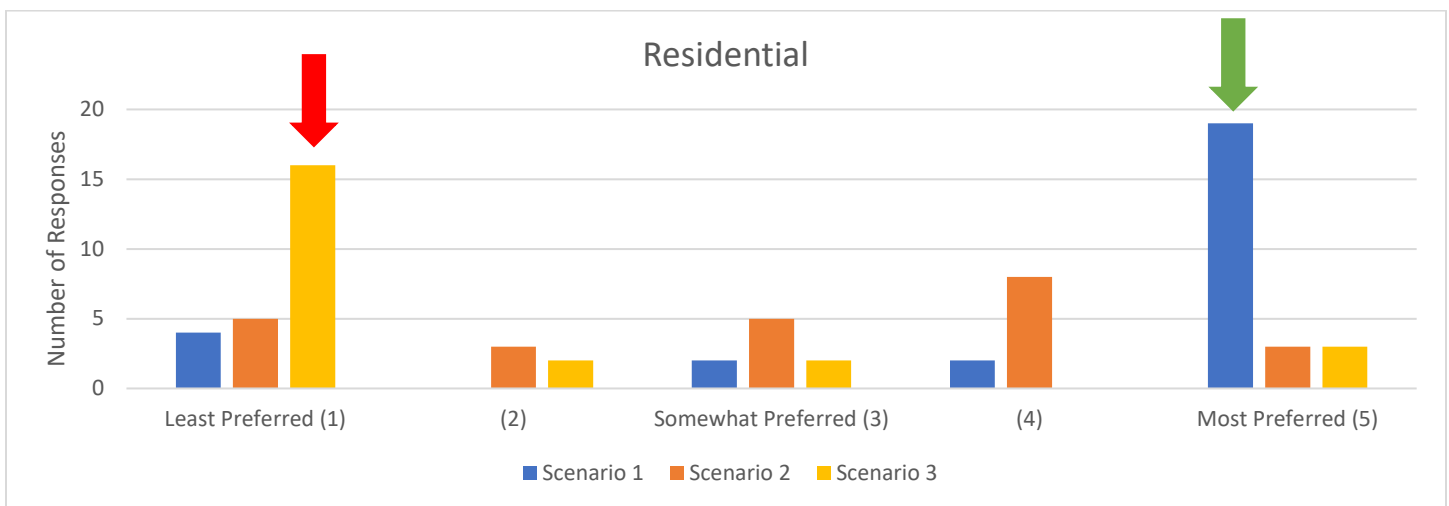
- Scenario 1 – Low Density = 7 responses
- Scenario 2 – Baseline Altoona = 5 responses
- Scenario 3 – Mixed Density = 1 response
- None of the above = 2 responses
- Balanced approach with some of each = 1 response

Commercial/Industrial Scenario that met the most community goals:

- Scenario 1 – Minimum = 4 responses
- Scenario 2 – Moderate = 5 responses
- Scenario 3 – Significant = No responses
- Balanced approach with some of each = 1 response

Preferred Scenario Ranking

Participants were asked to rate each scenario based on what they would most prefer to see in Altoona over the next 20 years (1 = least preferred, 5 = most preferred).



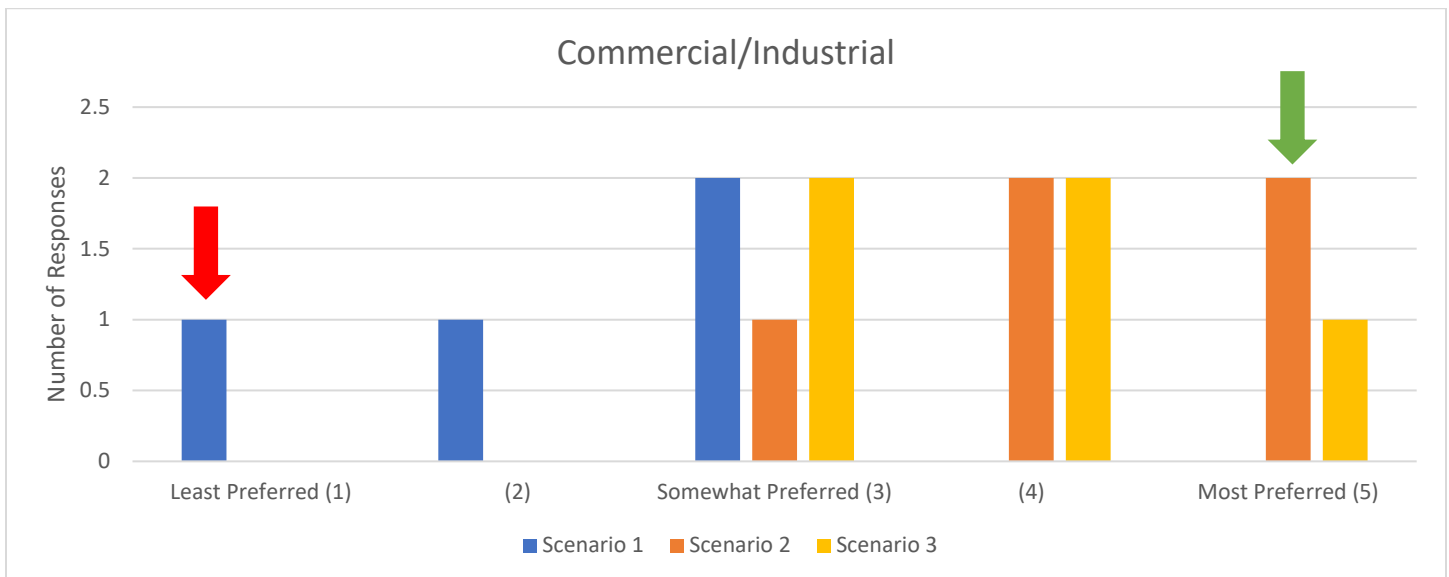
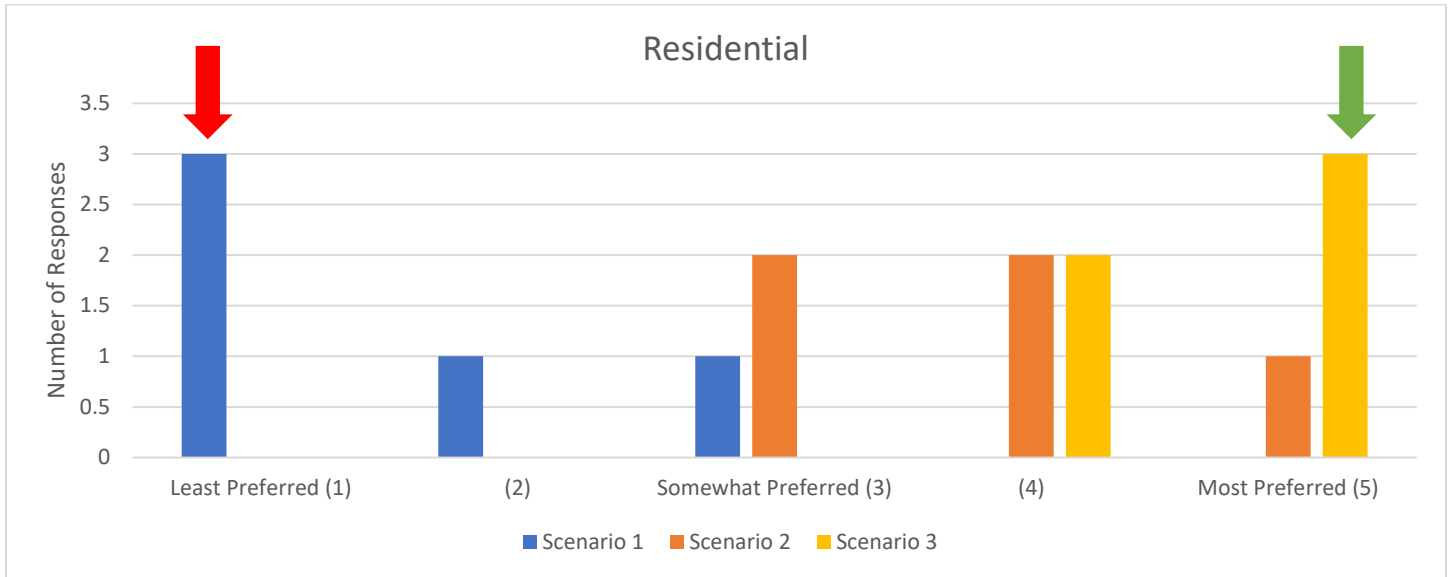
**September 29th City Staff, Plan Commission, and City Council Workshop Summary
Evaluating Scenarios Based on Community Goals**

Residential Scenarios	Low Density (1)	Baseline Altoona (2)	Mixed Density (3)
Affordable neighborhoods and housing that enables people of many different ages, incomes, and lifestyles to live in Altoona	Doesn't Meet Goal	Somewhat Meets Goal/Meets Goal	Meets Goal
Provide a balanced mix of commercial/retail, office, industrial, and residential (diversify tax base)	Somewhat Meets Goal	Somewhat Meets Goal/Meets Goal	Meets Goal
Fiscally sound growth: minimize infrastructure costs	Doesn't Meet Goal	Somewhat Meets Goal	Meets Goal
Keep Altoona's identity while growing	Somewhat Meets Goal	Somewhat Meets Goal/Meets Goal	Meets Goal
Protect natural resources, water resources, and open space	Somewhat Meets Goal	Somewhat Meets Goal	Meets Goal

Commercial/Industrial Scenarios	Minimum (1)	Moderate (2)	Significant (3)
Provide a balanced mix of commercial/retail, office, industrial, and residential (diversify tax base)	Somewhat Meets Goal	Meets Goal	Somewhat Meets Goal/Meets Goal
Fiscally sound growth: minimize infrastructure costs	Somewhat Meets Goal	Somewhat Meets Goal	Somewhat Meets Goal/Meets Goal
Keep Altoona's identity while growing	Somewhat Meets Goal	Somewhat Meets Goal	Doesn't Meet Goal/Meets Goal
Protect natural resources, water resources, and open space	Somewhat Meets Goal/Meets Goal	Meets Goal	Somewhat Meets Goal/Meets Goal

Preferred Scenario Ranking

Participants were asked to rate each scenario based on what they would most prefer to see in Altoona over the next 20 years (1 = least preferred, 5 = most preferred).



SCENARIO PLANNING WORKSHOPS FOLLOW-UP SURVEY

As a follow-up to the in-person Scenario Planning Workshops held on September 28th and 29th, the City produced an online survey mirroring the questions asked in the Workshops. The survey was open from October 15 through November 5, 2021.

The purpose of both the workshops and survey was to learn about, review, and provide feedback on different growth scenarios for the future of Altoona.

Online Survey Summary

A total of 202 people participated in the online survey. To note, each respondent did not choose to answer every question. Below are some of the demographic information of the people who participated.

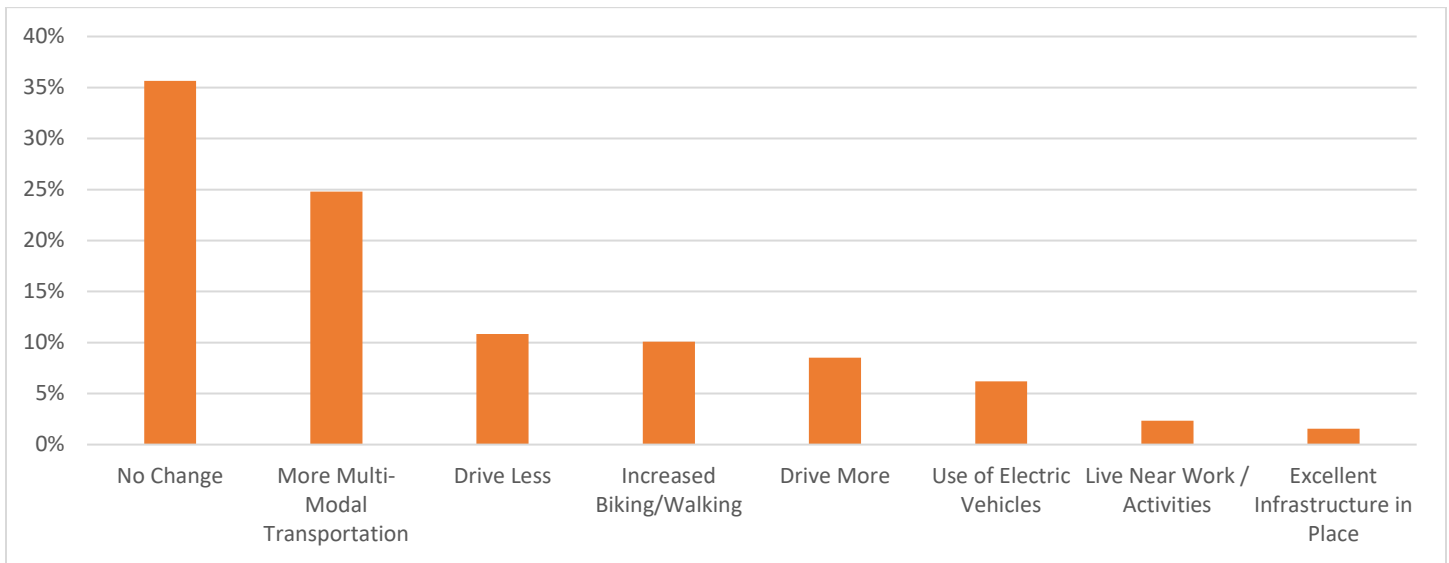
- 64% lived in Altoona, 25% lived in the Town of Washington, 7% lived in the City of Eau Claire, and 4% other
- Nearly 60% of people have lived in Altoona for over 5 years
- 83% of people did not grow up in Altoona

- 53% of people were under the age of 50 years old
- 86% of people own a home
- 87% of people identified as White or Caucasian
- 52% were female

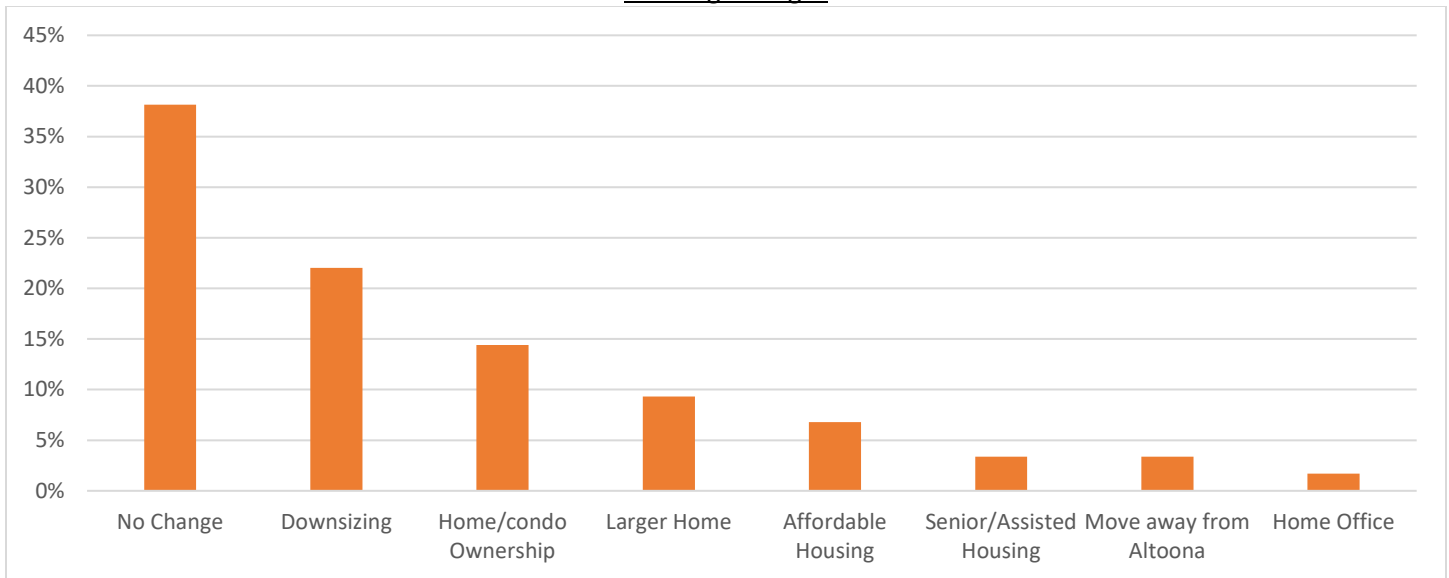
Future Needs

Attendees were asked to think broadly about how their needs might change over the next 10-20 years in respect to transportation, housing, employment, and parks and recreation. Below is a summary compilation of written responses provided:

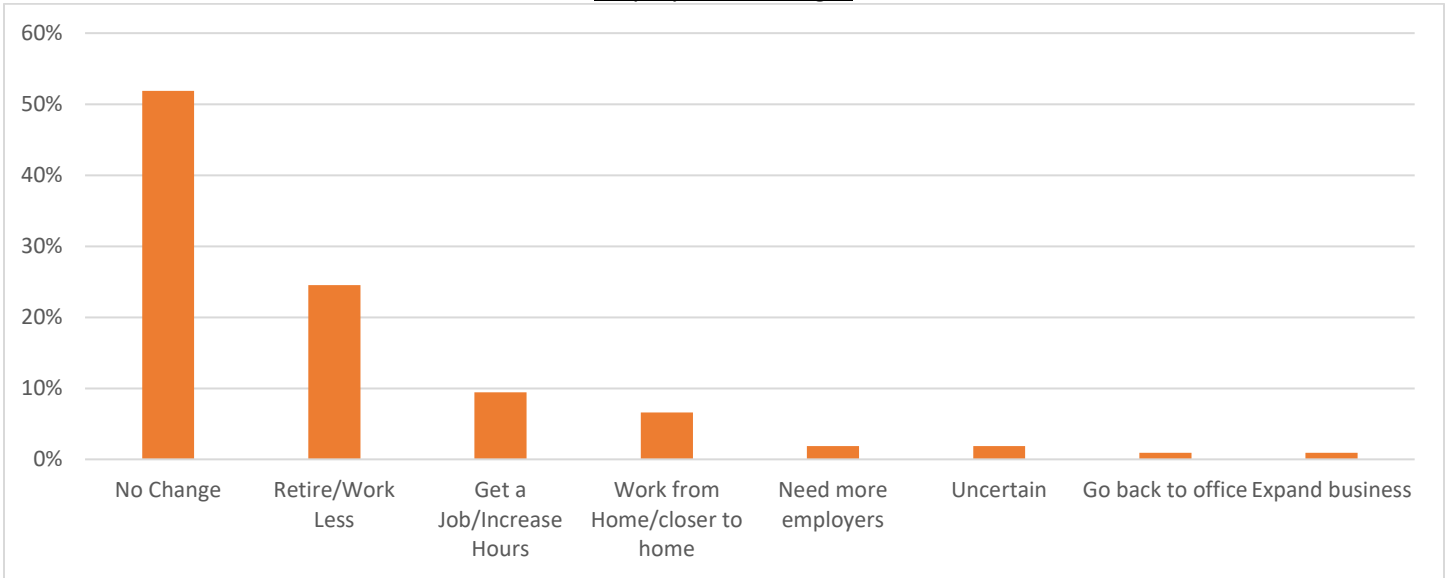
Transportation Changes



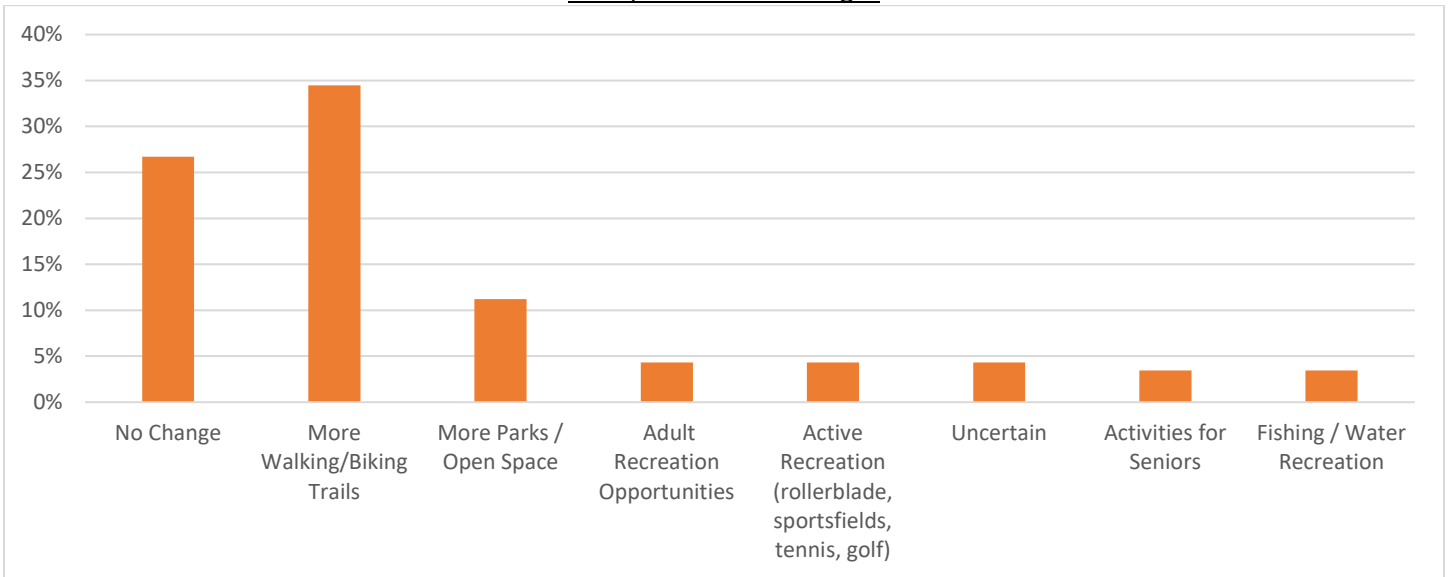
Housing Changes



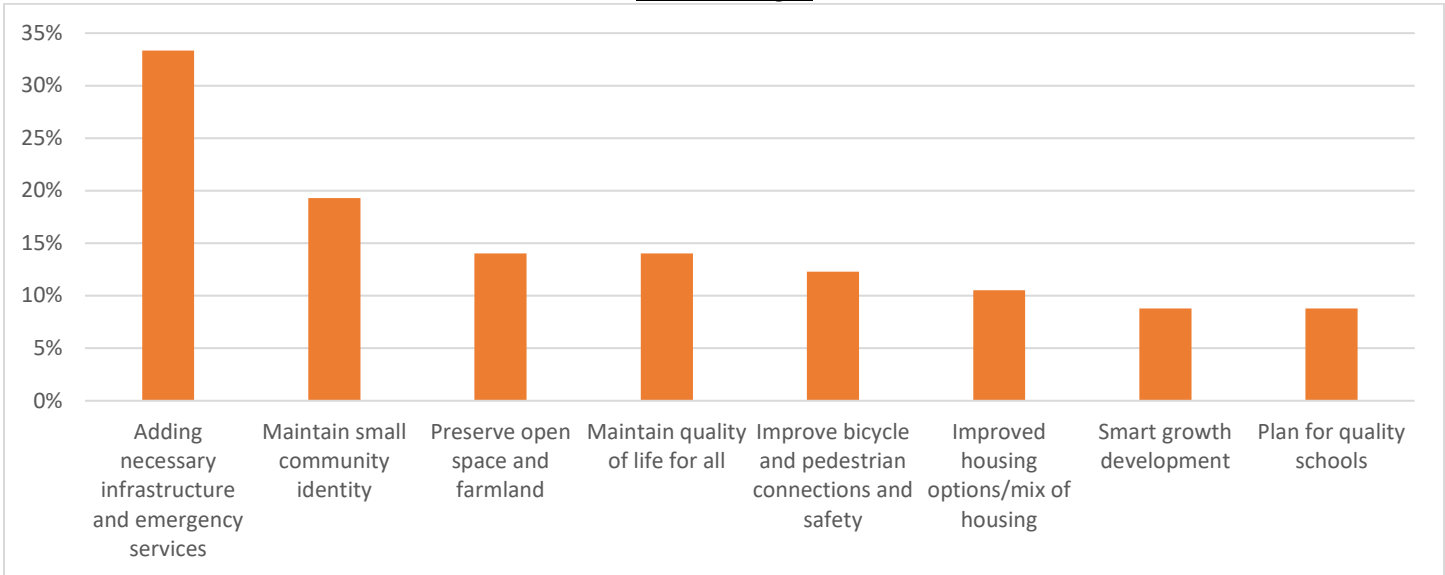
Employment Changes



Parks/Recreation Changes



Other Changes



Evaluating Scenarios Based on Community Goals

Residential Scenarios	Low Density (1)	Baseline Altoona (2)	Mixed Density (3)
Affordable neighborhoods and housing that enables people of many different ages, incomes, and lifestyles to live in Altoona	Doesn't Meet Goal (55%)	Doesn't Meet Goal (49%)	Meets Goal (40%)
Provide a balanced mix of commercial/retail, office, industrial, and residential (diversify tax base)	Doesn't Meet Goal (62%)	Doesn't Meet Goal (53%)	Somewhat Meets Goal (36%)
Fiscally sound growth: minimize infrastructure costs	Doesn't Meet Goal (55%)	Doesn't Meet Goal (49%)	Meets Goal (45%)
Keep Altoona's identity while growing	Doesn't Meet Goal (39%)	Doesn't Meet Goal (41%)	Somewhat Meets Goal (48%)
Protect natural resources, water resources, and open space	Doesn't Meet Goal (49%)	Doesn't Meet Goal (55%)	Meets Goal (46%)

Write-In Responses:

Summarized Written Response	Number of Responses	Response From
Maintain small community	6	Scenario 1
Maintain small community size	4	Scenario 2
No more apartments	4	Scenario 3
Attract People	3	Scenario 1
Plan for needed infrastructure	3	Scenario 2
Maintain small community	3	Scenario 3
Lower taxes, increased property values	3	Scenario 1
Plan for needed infrastructure; new well	3	Scenario 1
Climate Change	2	Scenario 1

Summarized Written Response	Number of Responses	Response From
Quality of life	2	Scenario 1
Climate change	2	Scenario 2
Preserve open space	2	Scenario 2
Preserve open space and natural beauty	2	Scenario 3
Attract people	2	Scenario 3
Climate change	2	Scenario 3
Community Library	1	Scenario 1
Affordable house	1	Scenario 2
Quality of Life	1	Scenario 2
Quality schools	1	Scenario 2
Plan for needed infrastructure	1	Scenario 3
Quality schools	1	Scenario 3
Quality of life	1	Scenario 3

Commercial/Industrial Scenarios	Minimum (1)	Moderate (2)	Significant (3)
Provide a balanced mix of commercial/retail, office, industrial, and residential (diversify tax base)	Somewhat Meets Goal (48%)	Somewhat Meets Goal (50%)	Somewhat Meets Goal (41%)
Fiscally sound growth: minimize infrastructure costs	Somewhat Meets Goal (39%)	Somewhat Meets Goal (45%)	Doesn't Meet Goal (47%)
Keep Altoona's identity while growing	Somewhat Meets Goal (38%)	Doesn't Meet Goal (41%)	Doesn't Meet Goal (60%)
Protect natural resources, water resources, and open space	Doesn't Meet Goal (40%)	Doesn't Meet Goal (45%)	Doesn't Meet Goal (63%)

Write-In Responses:

Summarized Written Response	Number of Responses	Response From
Maintain small town community	4	Scenario 1
Maintain small town community	3	Scenario 2
Maintain small town community	3	Scenario 3
Slow or no growth	3	Scenario 3
Climate change	2	Scenario 1
Climate action and change	2	Scenario 3
Preserve open space and natural beauty	2	Scenario 1
Maintain green space and natural beauty	2	Scenario 2
Climate change	2	Scenario 2
Attract people	1	Scenario 1

Summarized Written Response	Number of Responses	Response From
Quality of life	1	Scenario 1
Plan for needed infrastructure	1	Scenario 1
Attract people	1	Scenario 2
Quality of life	1	Scenario 2
Utilize rail line	1	Scenario 2
Preserve open space	1	Scenario 3
Quality of life	1	Scenario 3
Attract people	1	Scenario 3

Residential Scenario that met the most community goals:

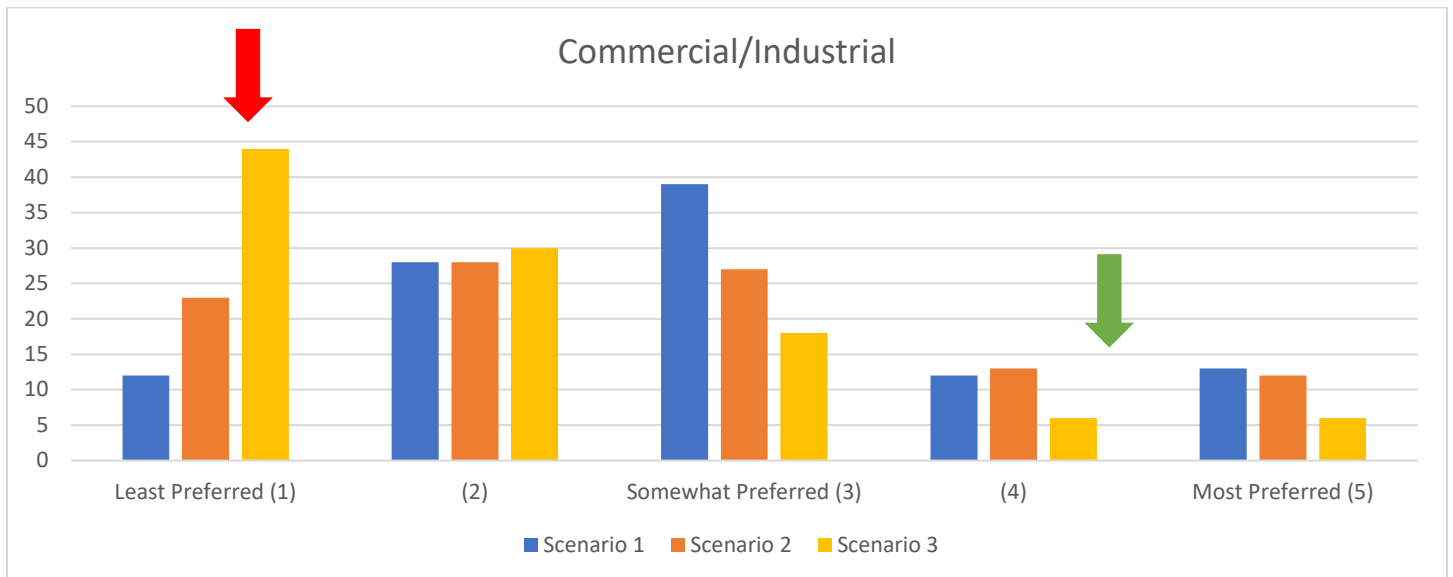
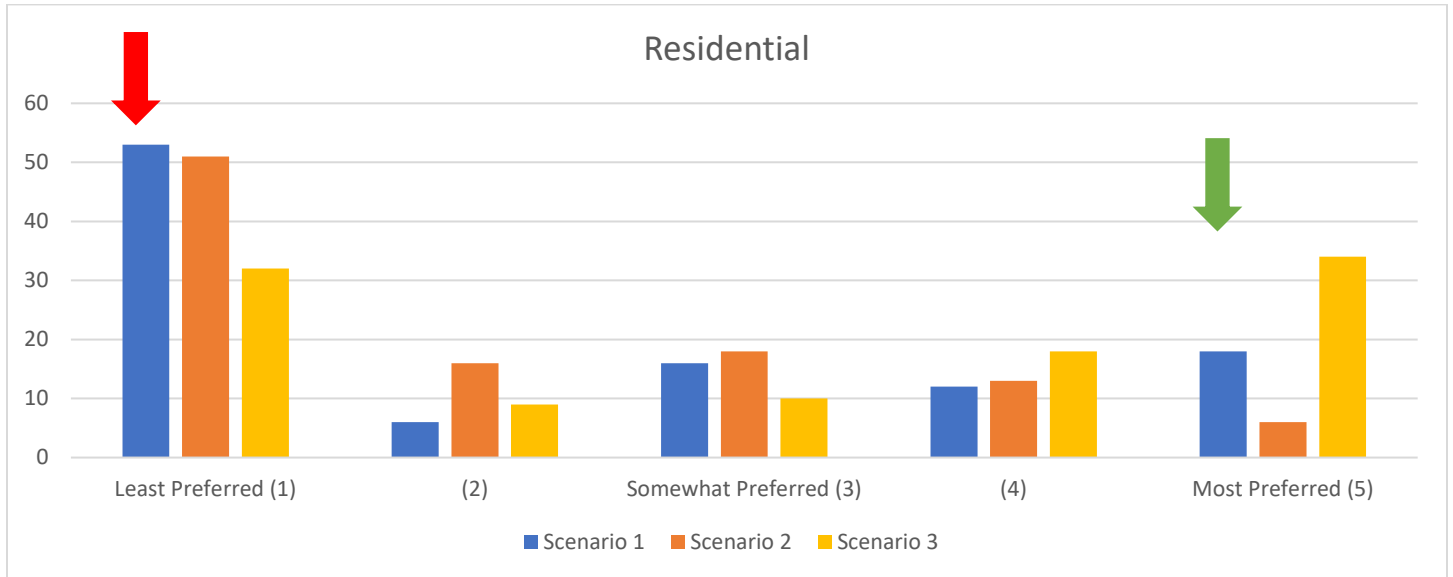
- Scenario 1 – Low Density = 23%
- Scenario 2 – Baseline Altoona = 17%
- Scenario 3 – Mixed Density = 43%
- None of the above = 9%
- Undecided = 7%

Commercial/Industrial Scenario that met the most community goals:

- Scenario 1 – Minimum = 42%
- Scenario 2 – Moderate = 28%
- Scenario 3 – Significant = 5%
- None of the above = 11%
- Undecided = 14%

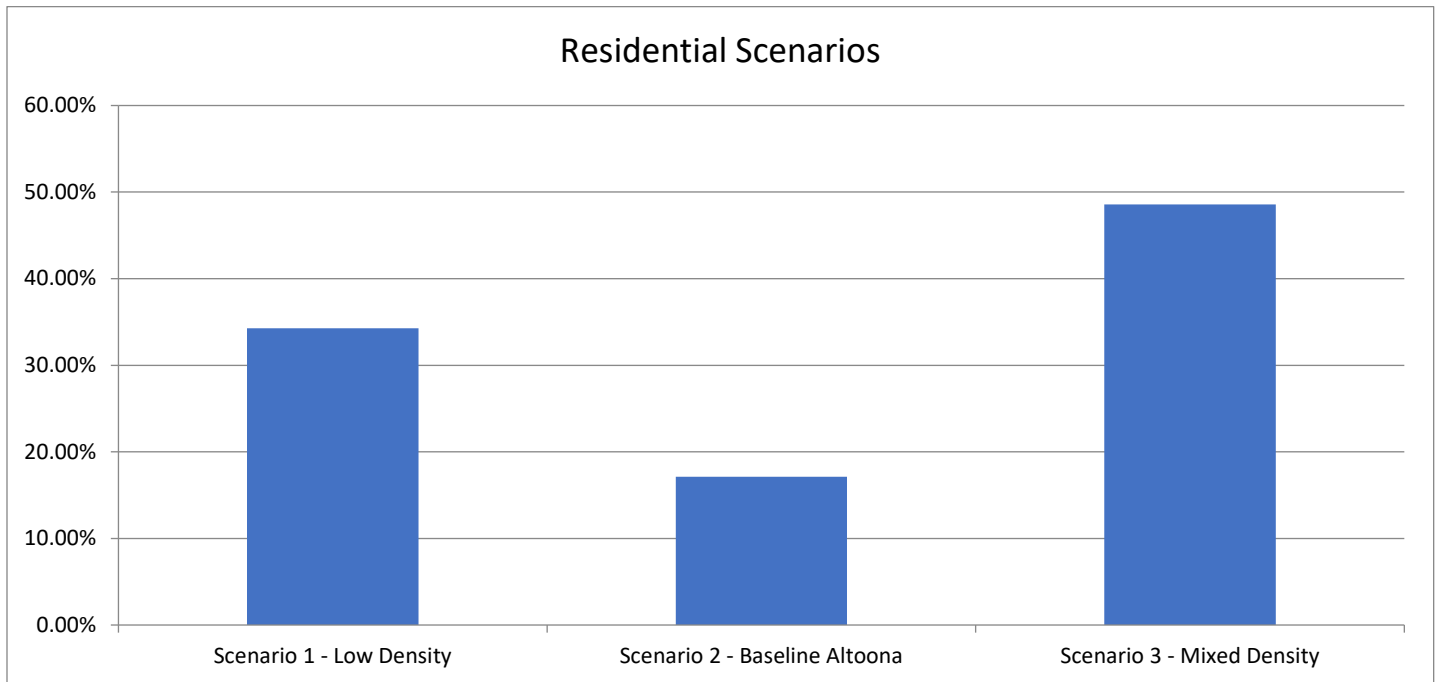
Level of Support Scenario Ranking

Participants were asked to rate each scenario based the level of support they have for each (1 = least preferred, 5 = most preferred).



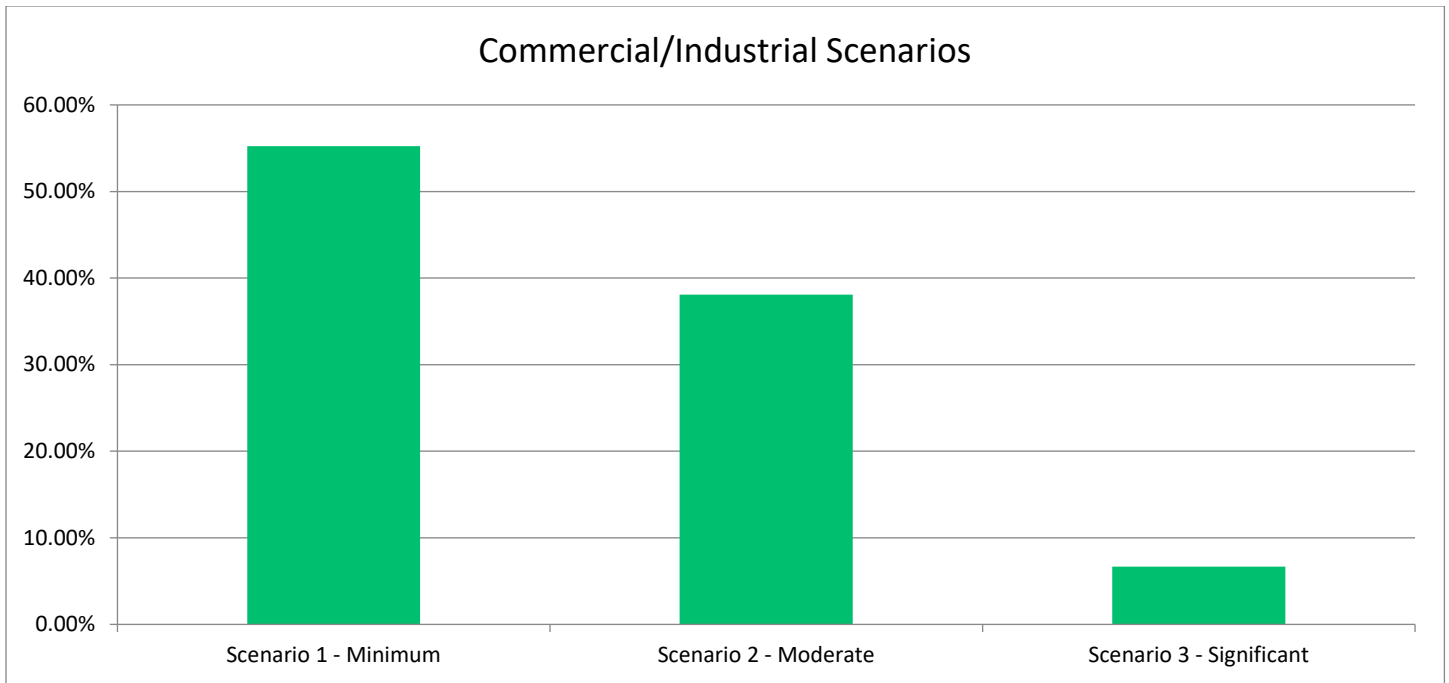
Preferred Scenario Ranking

Participants were asked which scenario they would most prefer to see in Altoona over the next 20 years.



Write-In Responses:

Summarized Written Response	Number of Responses
Increase housing options with walkable neighborhoods	13
Maintain small town community	11
Keep city development in the city	8
Compact growth with diverse housing types	7
More balanced growth; too many apartments	7
Keep housing available and affordable	6
More quality /balanced growth	6
Smart growth; prevent sprawl	5
Single family development with large lots	5
More live/work/play development (River Prairie)	4
Maintain beauty of the environment	4
Build up the downtown	3
Promote long term family and residents	3
Less growth; lower taxes	3
Maintain high quality of living	2
More sustainable development	1



Write-In Responses:

Summarized Written Response	Number of Responses
Keep development in the city; preserve town & farmland	16
Focus development downtown	9
More job opportunities	8
Small business development; no big boxes	7
More live/work type development (River Prairie)	5
Commercial growth without sacrificing identity	5
Need business taxes to offset residential taxes	4
Grow vertical; less land consumption	4
Unsure. Need more information	4
Altoona should be a bedroom community	3
Focus on redevelopment	2
Don't need more commercial space	1
Heavy industrial belongs away from housing	1
Decrease traffic congestion	1
Plan for future work from home culture	1

The final question provided respondents with the opportunity to write-in any additional comments, thoughts, and ideas. Below is a summary of those responses.

Summarized Written Response	Number of Responses
Slow down building; smart growth development (grow vertical)	18
Maintain small town community	6
Maintain green open space and parks	5
Mix of single-family housing options (affordable, quality)	3
Preserve Farmland	5
Protect Town Land	4
Develop Downtown (more office and retail)	3
Plan for needed infrastructure for excess development	3
More sustainable development	3
Senior assisted living and services	2
Less multi-family apartment development	2
Maintain strong library system	2
Traffic safety; streetlights	2
Increase walkable neighborhoods	1
Decrease property taxes	1
More living wage job creation	1
Maintain quality school system	1
Utilize rail line for passenger rail	1
Research needed for noise barrier	1

DRAFT REVIEW MEETINGS

Between the fall of 2021 and the spring of 2022, multiple City staff meetings were held to revise and refine the draft plan. In January, a Plan Commission meeting was held to review and discuss the draft first five chapters of the plan. The meeting centered around key policy decisions, in particular the draft Future Land Use Map. In February, an additional Plan Commission meeting was held to review and discuss the draft second five chapters of the plan. This meeting also centered on key policy decisions with a particular focus on housing, economic development, and the implementation action plan. Following both meetings and additional City staff review, the plan was updated to reflect key policy decisions and recommended changes. This document was distributed to the public in April 2022, in advance of the Public Open House and Joint Plan Commission and City Council review meeting.

PUBLIC OPEN HOUSE

On May 18, 2022, a Public Open House was held to provide members of the public with an opportunity to review and comment on the Draft Comprehensive Plan and Draft East Neighborhood Plan. The meeting featured approximately 30 participants. A summary presentation was provided, in addition to print outs of all maps, graphics, and strategies. Comments were provided both verbally and in writing. Participants were generally in agreement with the Draft Plan and were encouraged by the key plan strategies. Some questions arose regarding the Future Land Use Map and East Neighborhood Plan, especially by those residents in the Town adjacent to the identified growth areas. All feedback from the meeting was provided to the Plan Commission and City Council the following evening.

JOINT PLAN COMMISSION AND CITY COUNCIL REVIEW MEETING

On May 19, 2022, the Plan Commission, City Council, and members of the School Board were present for a summary presentation of the Draft Comprehensive Plan and East Neighborhood Plan. This meeting featured approximately 15 people. Similar to the Open House, attendees were generally in agreement with the materials provided and the direction of the City's future. All comments and feedback received through both the Public Open House and Joint Meeting were incorporated into each plan, producing the Final Draft versions.

PUBLIC HEARING AND ADOPTION MEETING

Prior to the meeting, the Final Draft Comprehensive Plan and East Neighborhood Plan were posted on the City's website with an opportunity for virtual comments to be provided through an Idea Board and video recording summary. There were no additional comments provided between May-June, however there were over 20 views on the video recording summary posted to the City's website.

On July 14, 2022, a Joint Plan Commission and City Council meeting was held. Approximately, 15 people were in attendance. This meeting featured a formal Public Hearing before the City Council. No additional public comments were made during the meeting pertaining to the Comprehensive Plan. Following the public hearing, the Plan Commission recommended adoption and the City Council adopted the 2022 City of Altoona Comprehensive Plan.