

# EASTSIDE HILL



## NEIGHBORHOOD PLAN

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# Eau Claire Comprehensive Plan

City of Eau Claire  
January 23, 2007



RESOLUTION

**A RESOLUTION ADOPTING THE EASTSIDE HILL NEIGHBORHOOD PLAN AS PART OF THE CITY'S COMPREHENSIVE PLAN.**

**WHEREAS**, the Eau Claire City Plan Commission has studied and considered the Eastside Hill Neighborhood Plan as part of the City's Comprehensive Plan; and

**WHEREAS**, the City Plan Commission recommended adoption of the Eastside Hill Neighborhood Plan on January 15, 2007 and made a finding that said plan is consistent with the City's Comprehensive Plan.

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

**BE IT FURTHER RESOLVED** that in adopting this neighborhood plan that the City Council finds said plan to be consistent with the City's Comprehensive Plan, specifically Land Use Chapter Objective 4 (Residential Neighborhoods), Policy 4 (Neighborhood Planning.)

Adopted,

January 23, 2007

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Motion to adopt the resolution

  
\_\_\_\_\_  
Toby Biegel

Seconded by:

  
\_\_\_\_\_  
Thomas Vue

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**RESOLUTION RECOMMENDING ADOPTION OF THE  
EASTSIDE HILL NEIGHBORHOOD PLAN**

**WHEREAS**, the Eastside Hill Neighborhood Association requested the Eau Claire City Plan Commission to prepare a neighborhood plan for the Eastside Hill in an effort to address issues and problems occurring in the neighborhood; and

**WHEREAS**, the Plan Commission has directed the Department of Community Development to work with the Eastside Hill Neighborhood Association in the development of a neighborhood plan for the Eastside Hill; and

**WHEREAS**, the Eastside Hill Neighborhood Association and Department of Community Development have drafted a plan for the neighborhood that includes: a neighborhood profile, identification of issues, development of vision and goal statements and development of recommendations to address issues and problems that have been identified; and

**WHEREAS**, the City of Eau Claire adopted a Comprehensive Plan on September 27, 2005 in accordance with the provisions of Wis. Statutes; Section 66.1001; and

**WHEREAS**, the City Plan Commission finds the Eastside Hill Neighborhood Plan to be consistent with said Comprehensive Plan; specifically Land Use Chapter Objective 4 (Residential Neighborhoods), Policy 4 (Neighborhood planning.)

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

  
\_\_\_\_\_  
Secretary, City Plan Commission

Adopted,  
January 15, 2007

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# **Introduction**

## **INTRODUCTION**

### ***Purpose***

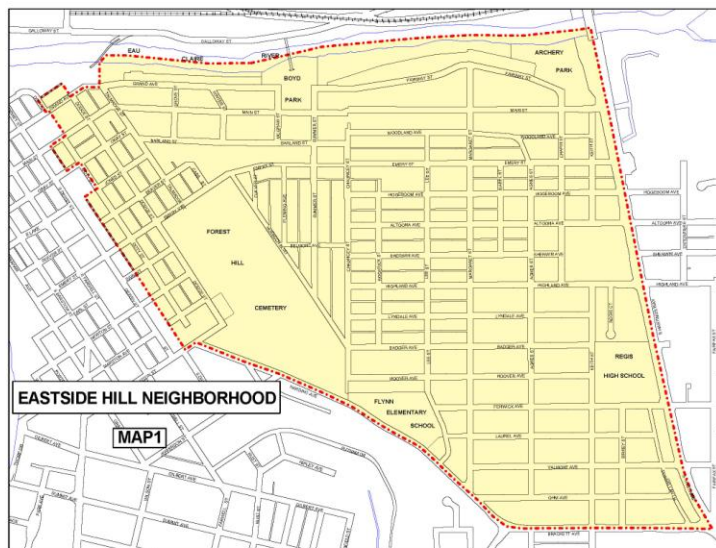
This plan has been prepared as a cooperative effort between the residents of the Eastside Hill Neighborhood and the City of Eau Claire in an effort to identify issues facing the neighborhood and develop a means to resolve these problems. It serves as an element of Comprehensive Plan, which was adopted by the City of Eau Claire in September of 2005. The Comprehensive Plan stresses the importance of neighborhood planning and the need for stable neighborhoods as building blocks for the City.

One of the primary objectives contained in the plan states, **“The City should maintain or revive the traditional urban character of the older neighborhoods so that they remain attractive places to live.”** This emphasis is outlined in both the Land Use and Physical Character Chapters of the Plan.

The primary purpose of developing this plan as well as other neighborhood plans is to take an in depth look at issues facing the neighborhood and develop a realistic and shared vision to strive for. Once adopted, this plan should serve as a guide for public agencies, residents, property owners and others concerning the planning and implementation of public and private investments for the neighborhood. The scope of such a plan is a ten to fifteen year timeframe and should be re-evaluated on a period basis.

### ***Boundaries***

The Eastside Hill Neighborhood is a well-defined neighborhood having prominent geographical boundaries surrounding the neighborhood. The Eau Claire River borders the neighborhood to the north, with South Hastings Way to the east, Brackett and Harding Avenues to the south and the ridgeline overlooking the Chippewa River Valley to the west (See Map 1.)



### ***Description of Neighborhood***

The Eastside Hill Neighborhood is located to the east of Downtown and is comprised of mostly single-family and duplex homes on small lots. The portion

of the neighborhood in closer proximity to Downtown also includes some multiple family housing. The neighborhood also includes a commercial component with commercial districts bordering the neighborhood on three sides.

The residential component of the neighborhood was developed primarily in three periods. The western portion of the neighborhood (closest to Downtown) includes housing built in the late 1800s some of which has been converted from single-family dwellings to multiple-family. Further to the east, the housing stock takes on a decidedly twentieth century feel with the construction of many modest bungalows in the early 1920s through the 1930s.

This housing was in close proximity to several major employers located to the north of the neighborhood. These major employers included: McDonough Manufacturing and the Uniroyal Tire Company (formerly the Gillette Tire Company). A pedestrian bridge over the Eau Claire River at Boyd Park made for easy access to this industrial area to the north of the neighborhood.

The third phase of housing came immediately after World War II, with the construction of a variety of housing styles including the Cape Cod style and early versions of the ranch style homes. This post World War II housing is located within the southeast portion of the neighborhood and a smaller area to the far north.

The population of the neighborhood has remained fairly stable over the years with a current population estimated at 4,240 persons in 2000. The neighborhood includes approximately 1,992 dwelling units, 62% of which are owner occupied.

The Eastside Hill has many positive amenities, which make the neighborhood quite stable and a popular place to live. These amenities include its close proximity to downtown and other neighborhood shopping districts, numerous park and open space areas, easy access to the recreational trail, character of the homes, affordable homes, convenient transit service, numerous churches and a new elementary school.

### ***Background***

The Eastside Hill Neighborhood Association was formed in 1996 in response to a number of issues facing the neighborhood. At the time, the overriding concern was the possibility of losing the neighborhood's elementary school as the Eau Claire School Board was considering the closure of Boyd Elementary School located on Main Street.

In 2002, the Association asked the City to work with the neighborhood in the preparation of a neighborhood plan. The Plan Commission authorized the staff of the Community Development Department to assist in the project and work began in 2003. However, due to a reduction in Planning staff due to budget cutbacks, work on the plan stopped before much progress had taken place. The

neighborhood association again requested assistance from the City in the fall of 2005 and work began again in January of 2006.

It is important to note that since the neighborhood association was created in 1996, a significant number of issues within the neighborhood have been resolved and a number of improvements implemented within the neighborhood. Some of these resolved issues and improvements include:

- Boyd Elementary School closed in the spring of 2002 and a new elementary school (Flynn Elementary) was constructed within the neighborhood.
- Completion of several improvements to Boyd Park including;
  - Construction of the new shelter house and pavilion
  - Installation of new playground equipment
  - Installation of a new basketball court
  - Closing of E. Grand Ave. through the park
  - Construction of the pedestrian tunnel under Main Street
  - Construction of a new pedestrian bridge over the Eau Claire River
- Completion of intersection improvements and Margaret St/Harding Ave.
- Completion of the Main Street reconstruction project
- Initiation of the Neighborhood Watch Program
- Establishment of the Safe Routes to School Program, which led to:
  - Installation of stop signs at uncontrolled intersections
  - Installation of handicapped ramps at selected intersections
  - Installation of curb bump-outs at selected locations
- Construction of the condominiums at the former Boyd School



Although many improvements occurred within the Eastside Hill within this period, several issues remain and others have developed. Issues that had not been addressed or adequately resolved include the neighborhood's outdated zoning and property upkeep issues. Issues that came more to the forefront during this time frame include: increased concerns regarding the maintenance of some of the park and open space areas, increased numbers of rental properties within the western portion of the neighborhood, traffic safety issues along South Hastings Way, future utilization of the Archery Park area, etc.



### ***Planning Process***

As mention above, in the fall of 2005, the Eastside Hill Steering Committee requested that the City Plan Commission work with the neighborhood in preparing a neighborhood plan. To assist in the preparation of the plan, the Neighborhood Association Steering Committee appointed a planning subcommittee whose responsibility was to oversee the planning process and offer feedback on plan alternatives, components and drafts. Work began on the plan in January of 2006.

In order to assist the Planning Committee in providing feedback regarding neighborhood issues, it was decided to distribute a mail-out survey to a randomly selected number of households within the neighborhood. The survey was distributed during the winter of 2006 and 237 surveys were returned which were then tabulated. This represented a 39 percent return rate for the survey. The tabulated results of the survey are compiled in a separate document dated March, 2006.

Based on the information collected from the survey and other neighborhood contacts, the Planning Committee and Steering Committee jointly identified issues and concerns, which they felt needed to be addressed in the neighborhood. The group then met with representatives from various City Departments to discuss the issues that had been identified. Based on these discussions, Planning Committee members worked to develop a vision statement for the neighborhood as well as goals and objectives for the plan. Based on these statements, specific action strategies were identified by the neighborhood.

The Planning Committee then met with the full neighborhood steering committee to review the recommendations and obtain feedback. Finally, the draft recommendations were presented at the fall annual meeting of the Neighborhood Association in September of 2006.

# **Neighborhood Profile**

## **NEIGHBORHOOD PROFILE**

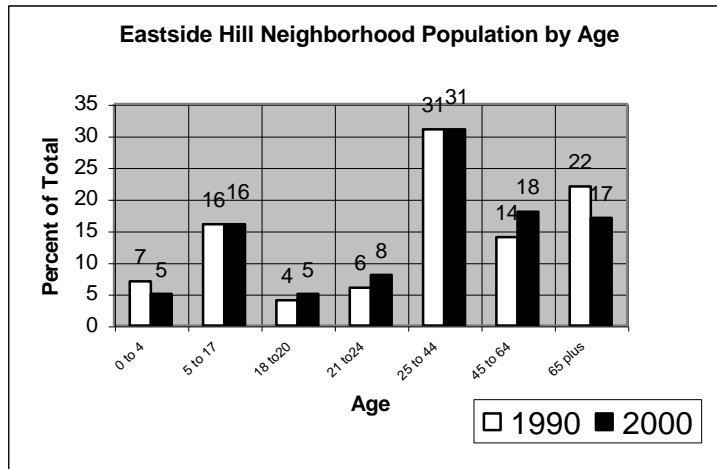
This section provides a broad overview of the Eastside Hill Neighborhood. It has been compiled from various sources of information such as the 1990 and 2000 U.S. Census, City of Eau Claire Assessment Records, etc. The information is useful in illustrating trends that are occurring within the neighborhood and identifying improvement strategies.

### ***Population Characteristics***

*Total Population.* The total population of the neighborhood was 4,240 persons in 2000, this is in comparison to approximately 4,353 persons in 1990. This decline of 113 persons (2.6 %) over the past decade seems primarily attributable to the slight reduction in household size, which is consistent with the Citywide trend over the same period.

### ***Population by Age.***

There have been minor shifts in the age distribution of the neighborhood population between 1990 and 2000. There was a 2% decrease in the preschool age population, but the school age population (5-17) remained constant over the decade. The young households (25 to 44



years) remained constant, while the middle age households, typically with older children or empty nesters, increased by 4%. The percentage of elderly households declined, making way for the increase in younger households.

*Race.* The racial composition of the neighborhood in the 2000 U.S. Census is shown in Table 1. These statistics show that 1.4 percent of the neighborhood was of Asian descent in comparison to 3.7 percent Citywide.

**Table 1**

Race	Eastside Hill Neigh.	Percent of Total	City	Percent of Total
<b>White</b>	4,062	95.8	57,657	93.5
<b>Black</b>	32	0.8	429	0.7
<b>Amer. Indian</b>	19	0.4	337	0.5
<b>Asian</b>	61	1.4	2,259	3.7
<b>Others</b>	66	1.6	1,022	1.7
<b>Total</b>	4,240	100%	61,704	100%

*Income.* Household and family income obtained from the 2000 U.S. Census for the Eastside Hill Neighborhood shows that the neighborhood is slightly below the City mean income. A more detailed analysis of the neighborhood

**Table 2**

Portion of Neighborhood	Median Household Income	Median Family Income
Western	\$24,159	\$29,948
North (NE of Summer and Main)	\$37,143	\$46,172
Northeast (South of Main)	\$25,521	\$45,956
Central	\$42,442	\$47,569
Southeast	\$37,857	\$45,341
<b>City Totals</b>	\$36,399	\$49,320

shows further differences within the neighborhood as illustrated in Table 2 where median household and family income in the western and northeastern portions of the neighborhood lag behind the rest of the neighborhood and median family income for the western portion of the neighborhood also is significantly lower than the remainder of the Eastside Hill.

**Housing**

*Total Units.* According to the 2000 U.S. Census, there were 2,062 dwelling units located within the Eastside Hill Neighborhood. This compares to 2,045 dwelling units in 1990. Accounting for vacant dwelling units, the average household size within the neighborhood was 2.13 persons per household in 2000 in comparison to 2.20 persons in 1990.

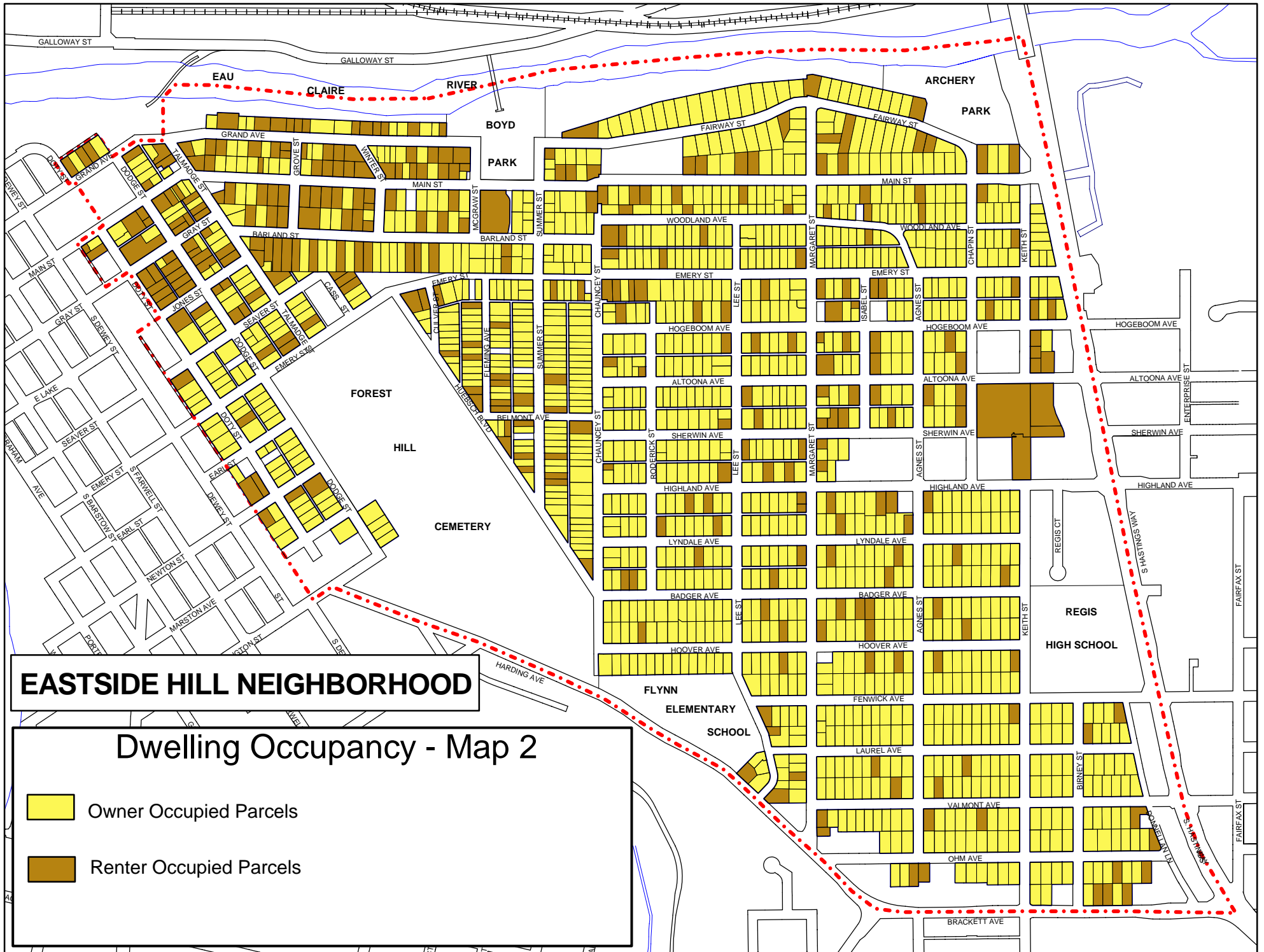
**Table 3**

Occupancy Type	1990	2000
Owner Occupied	1,238	1,230
Renter Occupied	743	762
<b>Total</b>	1,981	1,992

*Housing Tenure.* Approximately 62 percent of the occupied dwellings in the neighborhood were owner occupied according to the 2000 Census. This compares to 57 percent on a citywide basis. Between 1990 and 2000, the neighborhood experienced little change in housing tenure as shown in Table 3.

Map 2 illustrates the location of the owner and renter occupied housing by parcel based on 2005 Assessment information. The map indicates that the largest concentration of renter occupied dwellings are located in the northwest portion of the neighborhood to the north of Forest Hill Cemetery extending along Main Street and Barland Street to the west of McGraw Street.

*Housing Condition.* As discussed in the introduction, the housing stock within the Eastside Hill Neighborhood ranges in age from the late 1800s to post World War II era housing. Although the age of the housing stock varies significantly, its structural condition is generally quite good. A survey of exterior housing conditions conducted by the City/County Health Department in 2004 found only a small number of dwellings rated in poor, marginal or fair condition. A map is included in Appendix A that illustrates the findings of the survey. As shown, the majority of the housing in the neighborhood is in good to excellent condition. The



properties having a higher occurrence of problems are located in the northwest portion of the neighborhood, which is the area where the oldest homes exist and where a greater concentration of rental properties are located.

*Historic Properties.* The growth of the neighborhood provides a good study in the development of the City of Eau Claire. The stages of growth from the settlement of the City through the post World War II building boom are represented within the neighborhood. Because of this distinction, the Eastside has an array of individual historic properties dating from the late 1800's to the mid-1930s. In addition, the neighborhood has a concentration of bungalows built in the 1920s and 1930s which is so unique; that an area along Emery Street was placed on the National Register of Historic Places in 1984. Appendix B provides a summary of the significant historic and architectural properties located within the neighborhood.

### ***Land Use***

*Land Use.* Land use within the neighborhood is illustrated on Map 3. As shown, the majority of the neighborhood is residential in nature, predominately single-family dwellings and duplexes. There is some multiple family housing that includes both relatively new multiple family housing and that in older dwellings that have been converted from single-family housing. These converted structures are primarily located closer to the Downtown area.

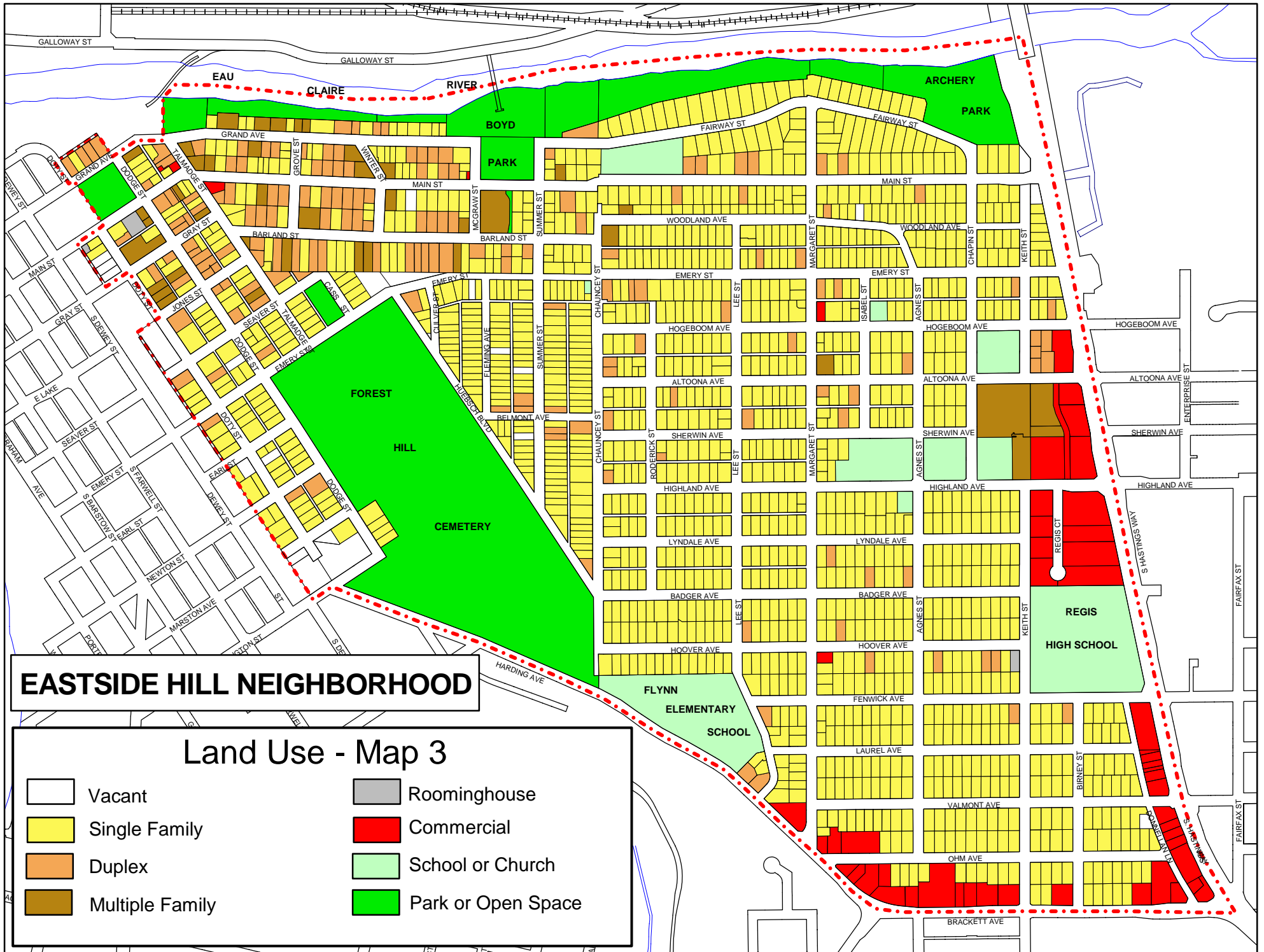
The neighborhood also has a substantial amount of park and open space areas including, Boyd Park, Archery Park, Flynn Playground, University Park, land within Forest Hill Cemetery and greenway along the Eau Claire River. Numerous community related facilities are located in the neighborhood also; including many churches and several schools.

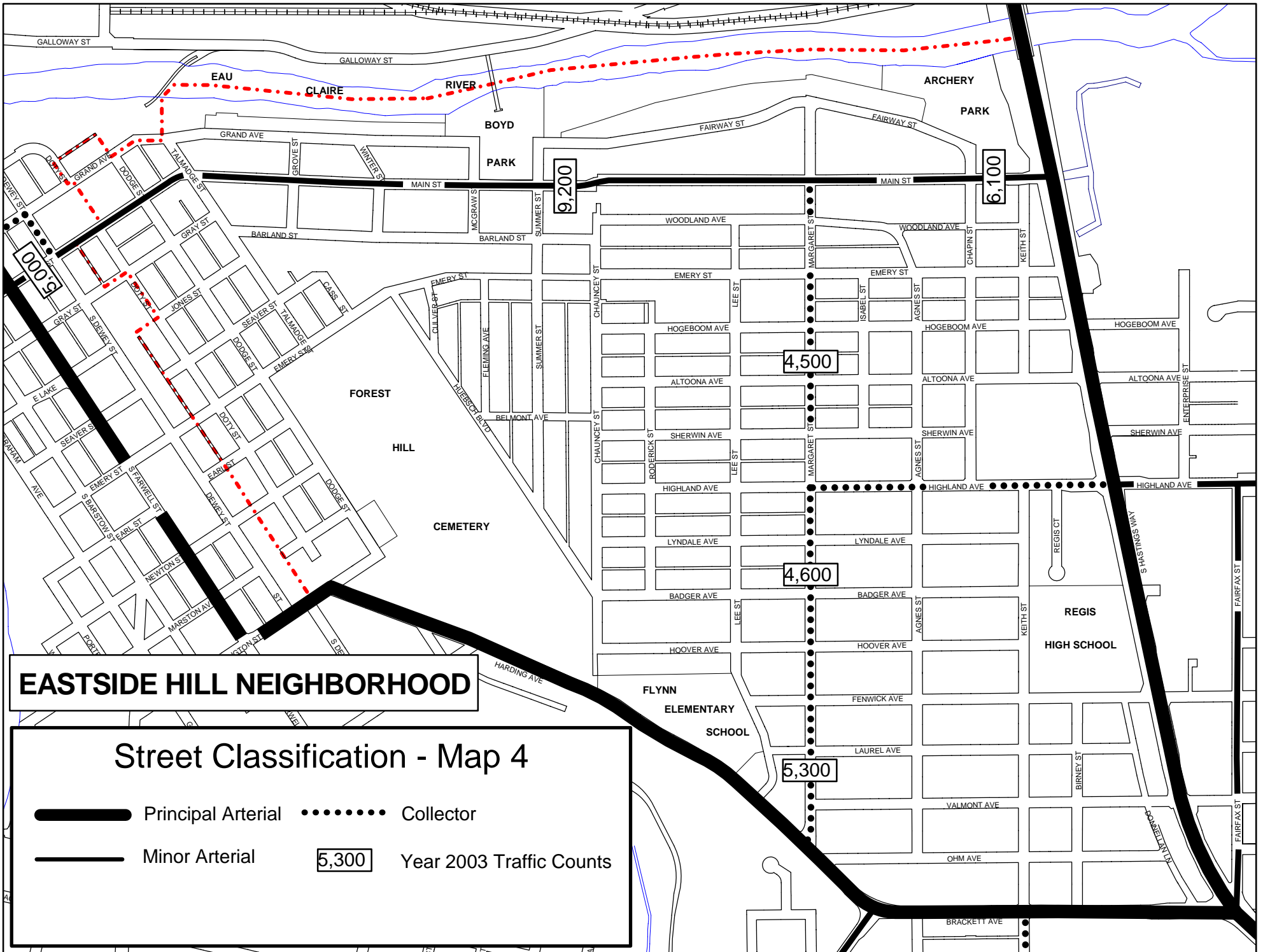
The neighborhood also has a strong commercial component with a variety of office, retail and service business. These commercial areas are located to the east along South Hastings Way and to the south along Brackett Avenue.

### ***Transportation***

*Street Classification.* The arterial and collector street system within the neighborhood is illustrated on Map 4. Traffic counts for the arterials and collectors are shown as well. The traffic counts are from 2003, which do not reflect the completion of the Highway 53 Freeway or the Galloway Street connection to Birch Street.

*Safe Routes to School Program.* In 2002, the Safe Routes to School Program was developed for Flynn Elementary School. This program is designed to improve walking and bicycling routes to and from school, improve pedestrian and road safety and encourage alternatives to driving children to school. The program has resulted in the designation of "safe routes" to Flynn Elementary School within the neighborhood, the installation of over 60 stop signs at







previously uncontrolled intersections, the elimination of curb barriers at selected intersections and the construction of curb “bump-outs” along certain streets such as Margaret Street. A map illustrating the “safe routes” and the locations of all the stop signs in the neighborhood can be found in Appendix C.

# **Resources and Assets**

## **RESOURCES AND ASSETS**

The Eastside Hill residents identified many positive attributes about their neighborhood when surveyed by the City. These resources and assets are the reasons why the residents feel their neighborhood is unique, why they are proud of their neighborhood and why they choose to live there. These attributes are important to consider in the development of this plan to ensure that these resources and assets are not lost nor diminished over time. In addition, these features may present opportunities for neighborhood residents and the City to capitalize on in an effort to enhance the neighborhood.

These resources and assets are generally listed in descending order of importance as identified in the neighborhood survey.

- Central location of the neighborhood relative to Downtown, many services, shopping, parks, etc.
- Friendly neighbors
- Quiet neighborhood
- Unique character of the area
- General sense of safety and security
- Numerous parks and open spaces
- Good neighbors
- Mix of families and residents
- Affordable homes
- Older neighborhood with variety of housing styles
- Flynn Elementary School
- Proximity of Downtown
- Easy access to highways
- Close to shopping and retail areas
- Stable neighborhood
- Good bus routes within the neighborhood
- Forest Hill Cemetery
- Close to numerous churches
- Pedestrian orientation of the neighborhood
- A positive image as a good place to live and raise a family



# **Problems and Issues**

## **PROBLEM AND ISSUES**

The key component of this plan is the identification of strategic problems and issues that exist within the neighborhood. To assist the Eastside Hill Planning and Steering Committees in this process, the committees utilized the findings from the neighborhood survey to assist in the identification of issues. As previously mentioned, a copy of the survey results can be found in a separate document, dated March, 2006.

Utilizing the neighborhood survey as a basis for their discussion, the Planning and Steering Committees jointly discussed the issues that were identified in the survey, added to this listing and then prioritized them in terms of their relative importance within the neighborhood. A listing of these issues by priority ranking can be found in Appendix D.

The following is a listing and brief description of the strategic issues and problems identified.

**Traffic Issues on Arterial and Collector Streets.** Traffic volumes and speeding vehicles were noted as a concern on the neighborhood's arterial and collector streets (particularly Main and Margaret Streets.)

**Safety and Security.** The concern of the perceived personal safety and security within the neighborhood was raised as an issue. Concerns about drug dealers were also mentioned.

**Deteriorated Street Condition.** Condition of a number of the streets within the neighborhood is poor. Appendix E illustrates the condition of the street pavement within the neighborhood.

**Lack of Code enforcement.** General code enforcement of property maintenance, zoning and housing codes needs to be more aggressive.

**High Speed of Traffic on Residential Streets.** Vehicle speed is a problem on some residential streets.

**Conversion of Owner Occupied Homes to Rentals.** Committee members voiced a concern about the conversion of owner occupied homes into rental dwellings. Concerns pertaining to this issue relate to: off-street parking for residents, upkeep of the property, increases in density within the neighborhood, overcrowding within dwelling units, increased traffic, etc.

**Poor Property Upkeep.** This issue pertains to those properties, which are generally poorly maintained in one manner or another. This may include: inoperative vehicles, long grass, un-shoveled sidewalks, brush, junk, poor exterior maintenance of the dwelling, etc. This applies primarily to rental properties, but also some owner occupied properties.

**Traffic Within the Neighborhood.** Several comments were noted regarding traffic on residential streets using the streets as a short cut to get through the neighborhood.

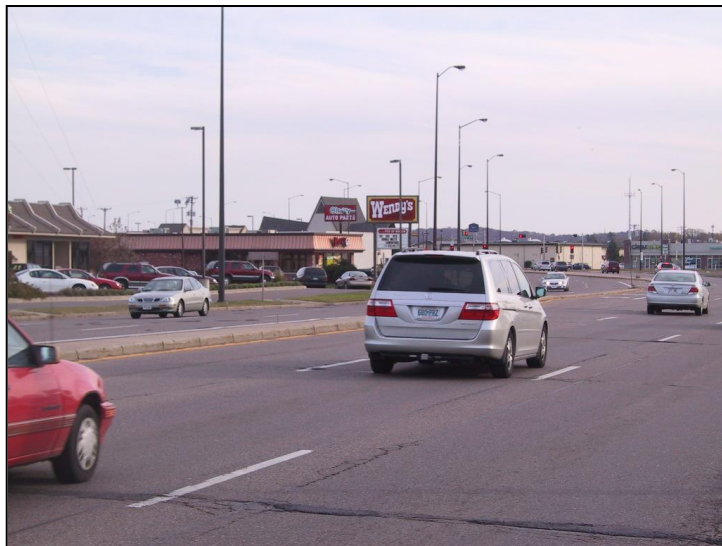
**Number of Sex Offenders.** Committee members voiced a concern as to whether the Eastside Hill has an excessive concentration of registered sex offenders living in the neighborhood.

**Boyd Park Playground Program.** Concern was raised about the loss of the summer playground program at Boyd Park. Some programming continues at the park and a summer playground program will be offered at Flynn Elementary School. However, committee members felt that the homes located in the western portion of the neighborhood were too far from Flynn for the program to be beneficial.

**Vandalism.** Concern was raised about problems with vandalism within the neighborhood ranging from graffiti to destruction of private property.

**Pedestrian Safety  
Crossing Hastings Way.**

The concern was raised about the difficulty for pedestrians trying to cross Hastings Way due to the heavy volume of traffic on the street and due to its width.



**Zoning.** Survey results and committee input noted concerns about the higher density zoning classifications that exist in the west and

northwest portions of the neighborhood. This zoning includes both R-3 and R-4 (Multiple Family Residential) classifications, while the remainder of the neighborhood is currently zoned R-1 (One family residential) and R-2 (One and two family residential.) The R-3 and R-4 portions of the neighborhood consist primarily of single-family and duplex dwellings, but several multiple unit

structures are scattered throughout this area. Current land use and zoning are illustrated on Map 5.

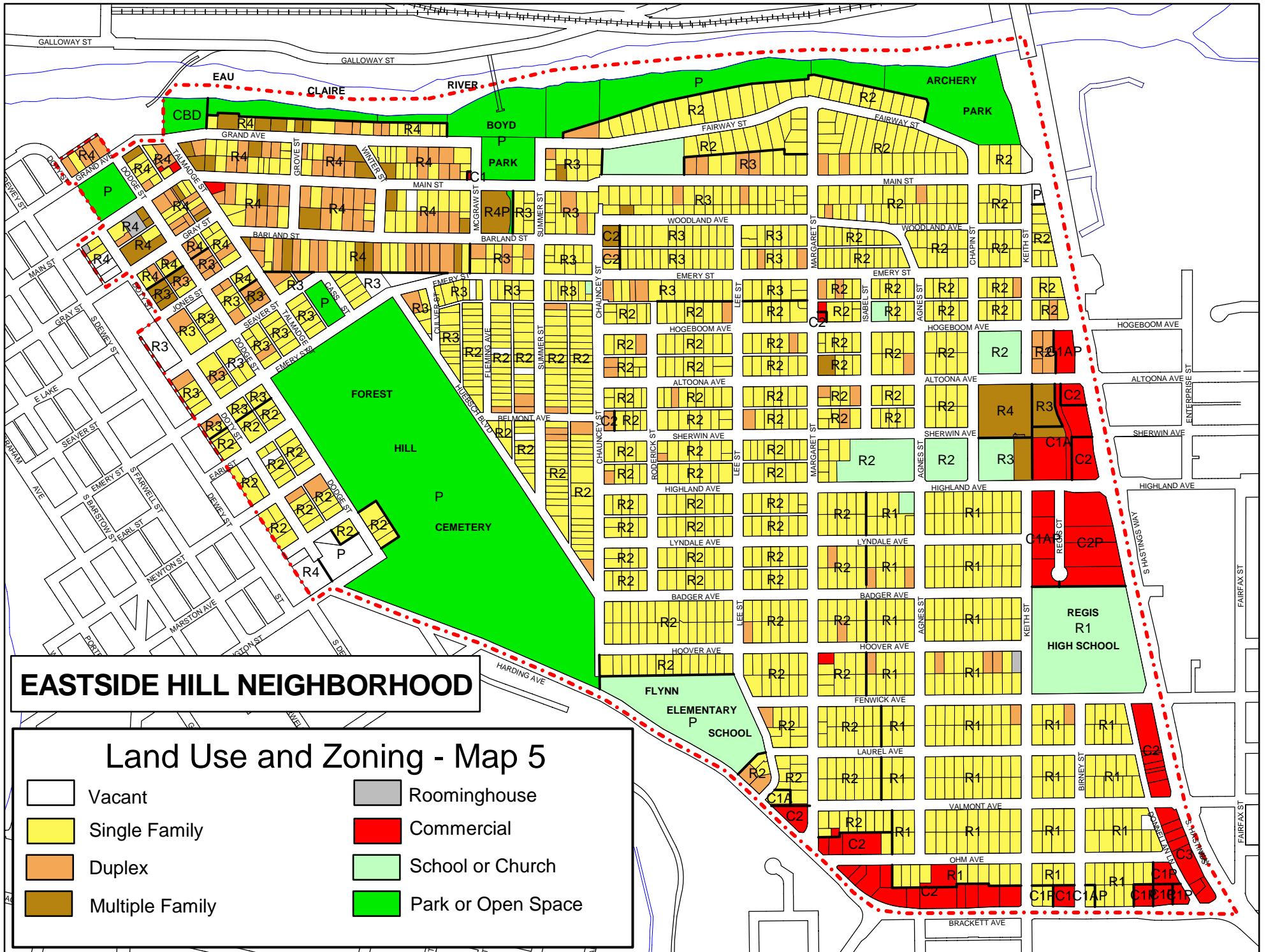
The R-3 and R-4 zoning provides the potential for the existing single family and duplex dwellings to be converted into much higher density housing or for smaller homes to be razed, with new multiple family structures built. This potential for greater dwelling unit density and population density are concerns for the neighborhood as the resulting increases in density can have numerous negative impacts on the neighborhood. One example includes the increased need for parking, which would be required on site if conversions of existing structures were to occur. This additional off-street parking in turn, reduces greenspace or lawns for these properties and effects their character and appearance. An increase in dwelling units will also inevitably result in increased on-street parking for tenants in these added units. The neighborhood residents already note congestion on the narrow neighborhood streets due to on street parking.

An increase in the number of dwelling units will also lead to an increase in traffic on neighborhood streets. Traffic issues have already been identified as a concern along a number of neighborhood streets.

With increased number of rentals, issues related to rental property upkeep will rise. City/County Health Department housing surveys over the past twenty years show that housing and property maintenance problems occur in greater frequency with rental housing. This is the result of a number of factors including some landlords deferring needed maintenance and tenants who have little long-term interest or stake in the neighborhood.

Conversion of the existing one and two family structures into additional dwellings will also effect the current composition of owner occupied homes. This change in composition of housing tenure creates a more transient nature of the neighborhood and provides little if no incentive for existing homeowners to improve their properties and stay in the neighborhood. The neighborhood also becomes a less attractive choice for new home ownership.

In addition, the character of the homes themselves and in turn the neighborhood change, when the existing dwellings are divided into additional dwellings. Special exiting requirements can lead to removal of windows to provide secondary exit jump platforms, which degrade the appearance of the structure and generally detract from the appearance of the general area. This change in character to the neighborhood can be even more drastic, when homes are razed to make way for multiple family buildings or complexes.





Finally, the single-family dwellings and duplexes located within the R-3 and R-4 portions of the neighborhood are considered non-conforming. This limits a homeowner's ability to make improvements to these properties without approval from the Plan Commission. This also creates a disincentive for these single-family dwellings to remain owner occupied.

**Boyd Park Improvements.** Survey responses and committee input noted that although a number of facility improvements have been completed at Boyd Park in recent years, there is still a need to enhance its appearance. The park is quite visible along Main Street and the turf area where the skating rink is located is in poor condition during the summer months. Committee members also noted the need for additional benches within the park.

**Waterford Development.** Survey responses indicated some concerns as to whether the neighborhood will experience any negative traffic related effects (particularly along Main and Margaret Streets) as a result of the Waterford Project.

**Congested Streets.** Survey responses noted concerns about insufficient off-street parking at a number of the rental properties, which in turn has led to an excessive amount of on-street parking on the streets in portions of the neighborhood. Residents noted having difficulty parking on the street in the vicinity of their home because few spaces are available. The conversion of single-family dwellings to duplexes and multiple family dwellings with insufficient off-street parking has compounded the problem.

Residents noted that several streets due to their narrow width are very congested when parking is allowed on both sides of the street. This problem is even more severe in the winter when the streets are not plowed completely to the curbs. The issue of having the bus route on Chauncey Street with it being so narrow was identified in the survey.

**Poor Street Lighting.** Street lighting within portions of the neighborhood was noted as being poor.

**Need for Boulevard Trees.** Boulevard trees are missing along a number of neighborhood streets. This is the result of the loss of trees from disease and from street reconstruction. The need exists to replant these boulevard areas.

**Status of Archery Park.** The City's Parks and Recreation Department is considering several possible changes pertaining to Archery Park. These include limiting vehicle access to the park, reducing maintenance and considering a change in use or focus for the park. Committee members would like to resolve these issues with the City.



**Status of Historic Properties.** One historic district (Emery Street National Register Bungalow District) and several individually significant properties are located in the neighborhood. Should the City ask property owners if they would consider local landmark designation?

# **Neighborhood Vision, Goals and Objectives**

## **VISION STATEMENT**

*The Eastside Hill Neighborhood is an attractive, safe neighborhood and a great place to raise a family having many assets including its central location, historic character, abundance of parks and natural open spaces, variety of housing choices, diverse population and its proximity to businesses, churches, schools and Downtown. The Eastside Hill along with the other neighborhoods surrounding Downtown is integral in defining the form and image of the City.*

*Residents of the Eastside Hill Neighborhood envision that the neighborhood and City will strive continue to maintain and improve its unique charm and character into the future. It will continue to be a safe, vibrant and inviting neighborhood with well maintained dwellings and yards; where the neighborhood is considered as an attractive choice for home ownership; where people enjoy parks and natural areas in comfort and safety; where traffic does not degrade the neighborhood nor conflict with pedestrian and bicycle movements within the neighborhood; where Downtown and area businesses enhance the resident's quality of life and contribute to the neighborhood's vitality; and where all residents are valued and work together to provide stability and enhancements.*

## **GOALS AND OBJECTIVES**

### ***Land Use and Enforcement***

*The Eastside Hill Neighborhood will continue to be a stable, attractive and affordable place to live with a variety of well-maintained housing choices.*

1. Maintain current levels of home ownership within the eastern and southern portions of the neighborhood and work to increase home ownership closer to Downtown.
2. Discourage any additional dwelling units within the neighborhood resulting from changes or remodeling of existing residential structures.
3. Address zoning restrictions that limit the maintenance and improvements that can be made to single-family homes and duplexes.
4. Encourage that any renovation of existing structures within the neighborhood be consistent with the character and integrity of the neighborhood, including the retention or addition of architectural features and details that help maintain the architectural character of the neighborhood.
5. Approve only that residential redevelopment which demonstrates that the character of the neighborhood will not be negatively affected and which is

consistent with adjacent properties in scale, architecture, site design and density.

6. Promote responsible rental property ownership, management, upkeep and tenancy.
7. Aggressively enforce codes to ensure that all properties are well maintained and in compliance with housing, building and health codes.
8. Encourage the maintenance and rehabilitation of the existing housing stock as the preferable form of providing housing within the neighborhood over the demolition of existing housing for redevelopment.
9. Preserve historically and architecturally significant structures within the neighborhood.
10. Prevent the encroachment of commercial uses and it's parking into residential areas abutting these areas.
11. Enhance the character and appearance of the commercial districts abutting the neighborhood as an inviting area that will serve the needs of the neighborhood and provide attractive entrances into the neighborhood.

### ***Transportation***

*Motor vehicles, bicycles and pedestrians shall be accommodated in a manner to promote their safe movement within the neighborhood balanced with the need that the motor vehicles not disrupt or degrade the quality or character of the neighborhood.*

1. Complete street improvements within the neighborhood to bring all local streets up to a good pavement index rating.
2. Minimize non-neighborhood traffic on residential streets within the neighborhood.
3. Encourage narrow residential street widths when such streets are reconstructed in order to increase pedestrian and bicycle safety, slow vehicle speeds and retain the character of the streetscape.
4. Slow vehicular traffic through enforcement and "traffic calming" measures to promote pedestrian and bicycle safety and livability within the neighborhood.
5. Preserve the character and atmosphere of the residential streets in the neighborhood created by the landscaped boulevards, trees and sidewalks.

6. Promote safe, efficient and convenient multi-modal transportation system that links residents with parks, schools and community activity centers.
7. Improve pedestrian and bicycle safety along and across the Hastings Way, Bracket Avenue and Harding Avenue.
8. Improve pedestrian and bicycle linkages within the neighborhood and to Downtown, recreational areas and Flynn Elementary School, Regis High School and Memorial High School.

### ***Parks and Open Space***

*Park and opens space areas within the neighborhood will continue to be a major asset of the neighborhood.*

1. Provide both park and open space facilities and recreational opportunities to meet the needs of the residents of the neighborhood.
2. Improve the appearance of park and open space areas to make them more inviting to residents and visitors.
3. Preserve and enhance natural environmental assets within the neighborhood including greenways along the Eau Claire River and hilltops in Forest Hill Cemetery.
4. Provide healthy, tree-lined boulevards throughout the neighborhood.

### ***Public Facilities and Services***

*Provide public facilities, improvements and services within the Eastside Hill to enhance the quality of life within the neighborhood.*

1. Provide a safe, secure environment for the residents of the neighborhood.
2. Improve resident's understanding of threats to their personal safety, actions to enhance personal safety, and actual conditions within the neighborhood.
3. Strive to enhance the neighborhood appearance, character and identity along the arterial and collector streets in the neighborhood.
4. Work to provide convenient bus transit service, to meet the varying needs of the neighborhood's residents and encourage more bus ridership throughout the City.

5. Provide timely delivery of government services and the repair and reconstruction of the neighborhood's streets and other infrastructure.

### ***Neighborhood Coordination and Involvement***

*Foster a sense of community and cooperation among all residents, property owners and organizations for the betterment of the neighborhood and its residents.*

1. Work towards improved communication and involvement between the City and the neighborhood, their residents and property owners.
2. Promote the neighborhood association as a positive and active group working towards the improvement of the neighborhood and encouraging cooperation and involvement of the residents.
3. Increase the awareness of services and programs for youth, adults, and senior citizens within the community.
4. Capitalize on the diversity of the neighborhood in promoting the unique identity and character of the Eastside Hill.
5. Increase cooperation and understanding between the Eastside Hill Neighborhood Association, its residents and the businesses located Downtown and along Hastings Way, Bracket Avenue and Harding Avenue.

# **Neighborhood Improvement Strategies**



## **NEIGHBORHOOD IMPROVEMENT STRATEGIES**

The following neighborhood improvement strategies seek to realize the neighborhood vision and implement goals and objectives of this plan. The goals and objectives were developed in response to issues and problems identified in the neighborhood survey and by the neighborhood steering and planning committees. The recommendations are listed under one of the five categories identified in the preceding section on neighborhood goals. It is important to note that many of the recommendations or strategies are interrelated and could be listed under several categories.

### ***Land Use and Enforcement***

1. Residential Zoning Changes Within the Neighborhood. It is recommended that the Plan Commission initiate several zoning changes within the neighborhood.
  - a. First, the plan recommends that the existing R-1 and R-2 areas remain. However, the plan recommends that the conversion of any single family dwelling to a duplex in the R-2 district not be permitted, unless the property owner can demonstrate a significant case that the structure is significantly larger than adjacent dwellings or is located in immediate proximity to a concentration of existing duplexes and that the structure is so designed so that no exterior changes would be required and minimal interior remodeling would be needed.
  - b. Secondly, it is recommended that the Plan Commission study the areas currently zoned R-2 to determine if existing dwellings are in conformance with front yard setback standards. If a majority of dwellings are found to have front yard setbacks less than the required 30 feet, the Commission should consider a R-2P designation for these areas or the creation of a special setback district, which would provide special setback allowances to eliminate the non-conforming status of these properties.
  - c. The plan also recommends that the majority of the R-3 areas in the neighborhood be rezoned to R-2. This includes areas along Emery Street, Woodland Avenue and Seaver Street. Again, if front yard setbacks warrant, an R-2P designation should be considered to address this issue.
  - d. Existing R-4 portions of the neighborhood located to the west of the former Boyd School property should be rezoned to RM-P (Mixed Residential – Planned.) This plan recommends that no additional increases in dwelling unit density should occur in the current R-4 areas and that existing multiple family dwellings are not made nonconforming by the change in zoning. Therefore, the provisions of the RM-P classification should allow single-family dwellings and duplexes as permitted uses, address front yard setback issues,

address lot area issues for existing multiple family structures, and limit the ability for future changes that could increase dwelling unit density.

Exceptions to this policy regarding density may be considered, but only through a public input process. Such exceptions which could include new multiple family housing or conversions of existing dwellings to multiple family housing must demonstrate that the change will not negatively effect the character of the neighborhood and be consistent with other uses in the vicinity in terms of scale, density and design.

The Plan Commission will draft provisions as part of the rezoning to RM-P, which incorporate review criteria addressing these issues. In addition, as the Plan Commission considers the zoning change from R-4, the Commission should review lot dimensional standards and building use in this portion of the neighborhood and determine whether some blocks or portions of blocks are better served by changing the zoning to R-2 rather than the RM-P classification.

*Responsibility:* City Plan Commission, ESHNA

*Timeframe:* Immediate

2. Neighborhood Commercial Districts. The periphery of the neighborhood includes a number of business districts with C-1 (Limited Neighborhood Shopping) and C-2 (Neighborhood Shopping). These business districts are an important component of the neighborhood and their neighborhood character should be retained. To retain this neighborhood commercial feel, no changes to C-3 (Community Commercial) should be considered.

In addition, it is also important to retain the stability and character of the surrounding residential areas, therefore this plan recommends that these commercial areas not encroach into the residential portions of the neighborhood. Examples could include no additional driveway access to businesses via adjacent residential streets, the addition of a parking lot or building expansion that would result in the elimination of housing, etc.



*Responsibility:* City Plan Commission  
*Timeframe:* On-going

3. Eau Claire Riverfront Zoning. Rezone all City-owned property located along the Eau Claire River to “P” Public. One parcel of City-owned land located along the south side of the river to the east of the “S” Bridge is currently zoned CBD (Central Business District) and should be rezoned.

*Responsibility:* City Plan Commission  
*Timeframe:* Immediate

4. Eau Claire Riverfront Greenway. The plan recommends that the City study the feasibility of the long-term acquisition of dwellings along the north side of East Grand Avenue, which abut the Eau Claire River and are located west of Boyd Park. Acquisition of these properties would provide additional park and open space along the Eau Claire River and enable the extension of a greenway trail system from Downtown east to Boyd Park and Archery Park.

*Responsibility:* Department of Community Development, Department of Parks, Recreation and Forestry  
*Timeframe:* Long-term

5. Pro-active Code Enforcement. Conduct an annual “spring drive-thru” with a representative of the neighborhood association, City Code Enforcement Officer, staff person from the City/County Health Department and other appropriate staff persons to identify properties having structural and property upkeep related code violations. The purpose of this annual review is to encourage the compliance with appropriate property upkeep standards and monitor problem properties. This annual review will focus on specific problem areas of the neighborhood.

In addition, it was noted from discussions with the neighborhood planning committee and steering committee members, that there is some confusion regarding which City or County departments should be contacted for the enforcement of various types of property upkeep violations. To better educate neighborhood officers and residents, the neighborhood should undertake the following:

- Periodically invite the City’s code enforcement officer to steering committee meetings to discuss code enforcement issues within the neighborhood;
- Continue to provide a link on the neighborhood website to the City’s website that discusses code enforcement;
- Periodically include this code enforcement information in neighborhood newsletters;
- Request that enforcement officials provide follow-up information to neighborhood officials concerning complaints that have been submitted;

- Periodically include the “Maintaining Neighborhood Standards” brochure with the distribution of the neighborhood newsletters and post the brochure on the neighborhood’s website;
- Encourage the City to designate one person that would receive and then channel complaints to the appropriate department.

Finally, the enforcement of codes needs to be prompt, sustained and consistent. Property owners and residents violating these codes are less likely to repeat violations if ordinances are strictly enforced the first time. To lessen the recidivism rates, the neighborhood association should encourage and support the adoption of ordinances which would assist enforcement officials in obtaining compliance with violations and which make landlords more accountable for problems occurring at their properties.

*Responsibility:* Dept. of Community Development, City/County Health Department, ESHNA

*Timeframe:* On-going and Short-term

6. Intensified Housing Program. Continue to implement the Intensified Housing Code Enforcement Program within the neighborhood. The City/County Health Department has administered this Community Development Block Grant (CDBG) funded housing code program since the early 1980’s and it has played an important role in addressing exterior and interior housing code violations within the neighborhood.  
*Responsibility:* ESHNA, City/County Health Department  
*Timeframe:* Ongoing
7. Property Upkeep. Target intensified housing code efforts and programs towards blocks having the most blighted conditions. Using the housing condition survey completed by the City/County Health Department in 2004, work with the Health Department to target efforts to improve the condition of housing in those blocks identified as having significant violations. Explore the availability and use of CDBG funds for these blocks, to assist in the necessary rehabilitation or in the removal and redevelopment of problem parcels.  
*Responsibility:* City County Health Department, Dept. of Community Development, ESHNA  
*Timeframe:* Ongoing
8. Architectural Character. Encourage exterior maintenance, renovation and rehabilitation work on dwellings that is consistent with the character and design of the building through the utilization of the Secretary of Interior Guidelines for Rehabilitation. The general objectives of these guidelines are listed in Appendix F.



In addition, any new residential infill construction or redevelopment should be compatible with the general design features and character of the existing dwellings in the area. This is important in order to maintain the character and cohesiveness of the neighborhood.

General guidelines for such new construction are contained in Appendix G.

In such cases where exterior work is required by the City/County Health Department, staff from the Department of Community Development should work with enforcement officials from the Health Department in recommending how required exterior code compliance work be undertaken in a manner which is consistent with the appearance of the building and not degrade the property or detract from the neighborhood. Careful consideration should be made in terms of materials, design, and the scale of structures.

*Responsibility:* Health Department, Dept. of Community Development, ESHNA

*Timeframe:* Ongoing

### ***Transportation***

1. Street and Sidewalk Improvement Program. The number one issue identified by neighborhood residents was the poor condition of the neighborhood's streets. Therefore, the City should continue the street reconstruction program with special attention given to those streets, which have been evaluated as being in very poor condition. Generally, existing street widths should be retained then the neighborhood streets are reconstructed. Poor sidewalk condition is also a common concern among neighborhood residents and therefore should also be a priority of the City.

It is important to note that the benefits of a good street improvement program goes beyond the transportation issues generally discussed when a street is upgraded. It has been found that the condition of a street within a

neighborhood has an influence on the overall image and perception of that area. As deteriorated streets and sidewalks are reconstructed and new boulevard trees are planted, residents seem to take more pride in their properties, which has resulted in improved property upkeep and the sprucing up of abutting residences.

*Responsibility:* Department of Public Works

*Timeframe:* On-going

2. Speeding Enforcement. The neighborhood association should request that the Police Department work with the neighborhood on increased speeding enforcement in the neighborhood. A number of streets were noted as problem areas with Main Street and Margaret Street noted most frequently. Assistance could come in the form of the development of a neighborhood speed watch program, which would assist the Police Department in the identification of problem areas and vehicles. In addition, the Police Department should periodically employ the use of the portable vehicle speed trailer and the movable speed warning signs.

Specifically, Margaret Street is currently signed for 30 mph, whereas similar collector streets (such as East Lexington Blvd.) with comparable design characteristics in the City are signed for 25 mph. The City Traffic Engineer should review traffic volumes and average vehicle speeds on Margaret relative to the street design and determine whether a reduction in the speed limit to 25 mph is warranted.

*Responsibility:* Eau Claire Police Department, Department of Public Works, ESHNA

*Timeframe:* On-going

3. Traffic Calming Measures. Employ traffic calming measures on residential streets in order to minimize through traffic and high vehicle speeds when other options such as enhanced enforcement have proven to be unsuccessful. Such measures should be considered for problem streets when they are reconstructed and on such streets where enforcement measures have been unsuccessful.

*Responsibility:* Department of Public Works

*Timeframe:* Long-term

4. Hastings Way Reconstruction Project. WisDOT will reconstruct Hastings Way, prior to turning over maintenance responsibilities to the City of Eau Claire. As the City works with WisDOT on design issues related to the reconstruction, the following issues should be studied and addressed if determined feasible.
  - a. The safety of pedestrians and bicyclists crossing Hastings Way was identified as an important issue by the neighborhood. Particularly at Highland Avenue and secondly at Fenwick Avenue. Alternatives to more safely enable pedestrians and bicyclists to cross at these

intersections should be considered as part of the reconstruction project.

- b. Pedestrian and bicyclist safety at Main Street and Hastings Way is also a primary concern of the neighborhood. With the pending development of the mixed-use development on the former Eau Claire Country Club property, this issue will be exacerbated. As a component of the development plan for the project, the developer is required to contribute \$100,000 towards the construction of a pedestrian tunnel under Hastings Way in the vicinity of Main Street. As part of the Hastings Way reconstruction, funding for the balance of the project should be secured and the project completed.
- c. Pedestrian and bicycle circulation along Hastings Ways is also very poor, with only a patchwork of sidewalks extending along either side of Hastings Way from the Eau Claire River to the south. The City should work with WisDOT in the development of a sidewalk and/or bikeway system along this portion of Hastings Way to accommodate pedestrians and bicyclists. The newly formed City of Eau Claire Bicycle/Pedestrian Advisory Committee as well as the neighborhood should provide input into this issue.

*Responsibility:* Department of Public Works, WisDOT, ESHNA, Bicycle/Pedestrian Advisory Committee

*Timeframe:* Short-term

- 5. Safe Routes To School Program. The Safe Routes to School Program has developed a walking and bicycle safe route for neighborhood children walking and biking to Flynn Elementary School. This program was developed in cooperation with Flynn Elementary School parents, the Safe Routes

Committee, the Eau Claire School District and City of Eau Claire. It has been instrumental in the installation of stop signs at uncontrolled intersections, installation of



curb bump-outs and the removal of curb barriers at intersections.

This program should continue to evaluate the designated safe routes and identify other barriers or safety concerns for students walking and biking to Flynn Elementary School. In addition, as resources become available, the program should review a safe route system for neighborhood children

attending Memorial High School and Regis High School. In particular, pedestrian safety issues along Brackett Avenue and at intersections including Keith Street and Brackett Avenue should be studied.

Long-term, the safe routes developed for the Eastside Hill Neighborhood should be integrated with routes developed for other schools to form a Citywide network.

*Responsibility:* Safe Routes Committee, Department of Public Works, Police Department, Bicycle/Pedestrian Advisory Committee

*Timeframe:* Short-term and long-term

6. Main Street/Margaret Street Intersection. The neighborhood survey identified concerns with the intersection of Main Street and Margaret Street. Concerns included sight line problems for traffic on Margaret Street attempting to turn onto Main Street combined with traffic volumes on Main Street. Upon completion of the Highway 53 Freeway and improved connections to Downtown via Galloway Street, the City should monitor traffic volumes at this intersection and assess whether any design improvements at this intersection are warranted.

*Responsibility:* Department of Public Works, Police Department

*Timeframe:* Short-term.

### ***Parks and Open Space***

1. Boyd Park and Playground. It is recommended that Boyd Park continue to function as a neighborhood park and playground facility for the Eastside Hill Neighborhood and continue to provide outdoor winter skating for the neighborhood and community. In addition, the neighborhood should work with the City to formulate a plan to enhance the appearance of Boyd Park, through additional plantings, landscaping, possible irrigation, etc.

The former Uniroyal parking lot located to the east of Boyd (now designated as a park and open space area and part of Boyd Park) should be maintained as a natural area incorporating native prairie grasses, a nature path, benches and overlooks to the river. A rustic pathway connecting with Archery Park to the east should also be maintained. As with other City neighborhood parks and playgrounds, the City should periodically assess the recreational needs of the neighborhood residents and evaluate the facilities and recreational programs provided at Boyd Park and then make appropriate changes.

*Responsibility:* Dept. of Parks, Recreation and Forestry, ESHNA

*Timeframe:* Ongoing

2. Archery Park. The neighborhood should work with the City to assess whether the recreation focus of this park, its access and maintenance should be changed. The isolated nature of the Archery Park has led to



problems with the dumping of garbage and unsupervised parties; these issues must be addressed as the future utilization of the park is discussed. As part of a future plan, a pathway extending under the Hastings Way Bridge along the south side of the Eau Claire River to Otter Creek and Altoona should be developed.

*Responsibility:* Dept. of Parks, Recreation and Forestry, ESHNA

*Timeframe:* Short-term

3. University Park. University Park should be also studied and a “vision” developed for this open space. This park is classified as an urban park similar to Wilson and Randall Parks and should continue to provide passive recreation for the neighborhood, but also incorporate a unique feature or focus. Such feature or focus could include flower gardens, a sculpture or artwork, fountain, etc. An irrigation system and improved lighting would improve its appearance and aide in its maintenance. Funding from the CDBG program should be considered for such improvements.



*Responsibility:* Dept.

of Parks, Recreation and Forestry, ESHNA

*Timeframe:* Long-term

4. Flynn Playground. The City and Eau Claire School District should continue to cooperatively provide a neighborhood playground facility at Flynn Elementary School in accordance with the agreement approved at the time Flynn was constructed. The City should strive to continue to operate its summer playground program at this site and make this area open and inviting for all age groups in the neighborhood to enjoy. To encourage greater participation in the playground program, the neighborhood should promote the program using its newsletters, website, etc. Finally, in order to improve access to the playground for neighborhood residents, consideration should be given to the removal or redesign of the fencing along Lee Street.

*Responsibility:* Dept. of Parks, Recreation and Forestry, ESHNA

*Timeframe:* Ongoing

5. Forest Hill Cemetery/Sledding Hill. Forest Hill Cemetery and the “Seven Bump” sledding hill located at the south end of the cemetery also provide important open space areas and opportunities for the neighborhood. The sledding hill provides a popular winter activity for the neighborhood and

community and its use should be periodically monitored and changes made to enhance its utilization and safety. The south and southwestern portion of the cemetery parcel that includes the wooded hilltop and ridgeline overlooking the river valley is a wonderful natural area for the neighborhood and community to enjoy and public access to this area should be continued.

*Responsibility:* Dept. of Parks, Recreation and Forestry, ESHNA

*Timeframe:* Ongoing

6. Eau Claire River Greenway. The City should study the feasibility of extending the greenway trail system from the “S” Bridge east to Boyd Park. This trail extension is related to the of the long-term acquisition of dwellings along the north side of East Grand Avenue, which abut the Eau Claire River and located west of Boyd Park. Acquisition of these properties would provide additional park and open space along the Eau Claire River for this trail extension.

*Responsibility:* Dept. of Parks, Recreation and Forestry, ESHNA

*Timeframe:* Long-term

7. Partnerships. As budgets shrink and the competition for available dollars increases, the City and neighborhood should seek partnerships with volunteer groups and organizations to assist the Parks, Recreation and Forestry Department in providing and maintaining the park and open space areas within the neighborhood.

*Responsibility:* ESHNA, Dept. of Parks, Recreation and Forestry

*Timeframe:* Ongoing

### ***Public Facilities and Services***

1. Timely Delivery of City Services. Ensure timely delivery of City services such as snow removal, street sweeping, etc., be provided within the neighborhood in order to provide a high quality environment for families to live.

*Responsibility:* City of Eau Claire, ESHNA

*Timeframe:* Ongoing

2. Bus Transit Service. The City’s bus transit service was identified as a key positive factor in making the Eastside Hill Neighborhood a good place to live. Residents also expressed a high level of satisfaction with the transit service provided in the neighborhood. This plan recommends that this level of current transit service be maintained. Additionally, the neighborhood association must work to promote the use of the bus transit by neighborhood residents.

The neighborhood survey did note one particular concern regarding the transit route along Chauncey Street. A number of residents noted problems that due to the narrow width of the street (30 feet) and with parking allowed

on both sides of the street; that it is very difficult for a vehicle to pass from the opposite direction when a bus is traveling on the street. This problem worsens in the winter when the streets are not plowed to full width. It is recommended that this concern be reviewed by the City to determine if a safety issue exists.

*Responsibility:* Eau Claire Transit, ESHNA

*Timeframe:* Ongoing

3. Street Lighting. Evaluate the need for additional street lighting within certain portions of the neighborhood. Areas of greater pedestrian traffic such as in proximity to Downtown may need street lighting, which exceeds the standards generally utilized by the City.

*Responsibility:* Department of Public Works

*Timeframe:* Long-term

4. Police Presence. The Police Department should continue to maintain a very visible presence in the neighborhood. The Department's recently adopted neighborhood policing districts will aid in providing this increased visibility and allow officers to become more familiar with the neighborhood.

The Police Department should also periodically attend neighborhood steering committee meetings and regularly attend the annual meeting to respond to neighborhood questions and concerns. In addition, this will enable the Police Department to better disseminate information to the neighborhood about issues regarding personal safety, perceived threats and provide information regarding actual conditions within the neighborhood.

*Responsibility:* Eau Claire Police Department, ESHNA

*Timeframe:* Ongoing

5. Boulevard Trees. The loss of boulevard trees in the 80s is apparent in many portions of the neighborhood. Boulevards in need of replanting should be identified by the City Forester upon completion of the City's boulevard tree inventory and then the neighborhood association should work with the City Forester to encourage property owners to plant trees in these areas. The neighborhood association should also help inform neighborhood residents of the City's boulevard tree rebate program and support CDBG funding for new trees in eligible areas.

In addition, the City Forester should work with neighborhood organizations to develop a program in conjunction with the tree rebate program to assist in the planting of these trees where household members are not able to plant the trees themselves due to some physical limitation. This program could solicit help from community service groups such as scouting organizations and area service clubs.

*Responsibility:* City Forester, ESHNA

*Timeframe:* Short-term

## ***Neighborhood Coordination and Involvement***

1. Homeownership and Rehabilitation Opportunities. The neighborhood association should work with the City Housing Division and local lenders to promote the area to young families and first-time homeowners in order to increase owner occupancy rates. The association should also encourage the use of housing rehabilitation programs to encourage home ownership. Several such programs are available through the City.



This strategy is important to the neighborhood as home ownership is generally associated with the development of a stronger sense of community, a less transient and more stable neighborhood and areas that generally have better property upkeep. The association should

also establish relationships with other neighborhood associations and local realtors to help promote the area for homeownership.

*Responsibility:* ESHNA, Eau Claire Housing Authority

*Timeframe:* Ongoing

2. Neighborhood Promotion. The neighborhood's image is a powerful determinant of its ability to attract persons to buy homes in the neighborhood and feel safe in the area. The neighborhood association must continue to take an active role in shaping the neighborhood's image by defining and promoting its strengths and opportunities. This may involve numerous methods such as continuing to publish its newsletter, maintaining its website, developing marketing materials, involvement in festivals, picnics and special events, assisting in the upkeep and maintenance of certain park facilities, providing information to the media about the positive aspects of the neighborhood, etc.

*Responsibility:* ESHNA

*Timeframe:* Ongoing

3. Business District and Downtown Support. Efforts to promote and improve businesses and business areas surrounding the neighborhood also have a positive impact on the Eastside Hill. Therefore, the neighborhood

association should support efforts of Downtown Eau Claire, Inc., and business areas along Hastings Way and Brackett Avenue that are consistent with this plan as they work to promote and enhance their areas.

*Responsibility:* ESHNA

*Timeframe:* Ongoing

4. Community Development Block Grant Eligibility. The neighborhood association should request the City to make a determination as to whether all or a portion of the Eastside Hill Neighborhood Association would be eligible for funding from the City's Community Development Block Grant (CDBG) program. If determined eligible, such funds could be used to assist in such items as the printing and dissemination of newsletters and informational brochures and for public service related projects that benefit low to moderate income persons residing in the neighborhood.

*Responsibility:* ESHNA, Department of Community Development

*Timeframe:* Immediate

5. Dissemination of Information. Several recommendations are hereby set forth to enhance the dissemination to information to the Eastside Hill Neighborhood, including:
  - a. The City will notify the Eastside Neighborhood Association of all development related applications that pertain to property located within or abutting the boundaries of the neighborhood association, which require Plan Commission or City Council approval. The City will strive to make this notification to a designated representative of the association via e-mail.
  - b. The Association will make a request to the City/County Health Department to receive copies of the monthly housing compliance review report, which notes properties that are currently under orders to comply with housing codes or property upkeep codes.
  - c. The association should contact officials from the Eau Claire Area School District to develop a procedure to assist in the dissemination of school related information to the neighborhood association that would be pertinent to the neighborhood.

*Responsibility:* ESHNA

*Timeframe:* Short-term

6. Neighborhood Watch Program. The neighborhood association should work to complete the implementation of the Neighborhood Watch Program to assist in the prevention of vandalism and other crimes within the neighborhood. This program



encourages communication and participation among neighborhood residents and demonstrates that residents of the neighborhood care for the area in which they live.

*Responsibility:* ESHNA, Eau Claire Police Department

*Timeframe:* Short-term

7. Historic Properties. There is one National Register District and a number individual properties listed on the National Register of Historic Places that are located within the Eastside Hill. The City should meet with owners of these properties to discuss the possibility of designating these properties as local landmarks. Properties designated under the local program are eligible for low interest rehabilitation loans through the City.

*Responsibility:* Eau Claire Landmarks Commission

*Timeframe:* Short-term

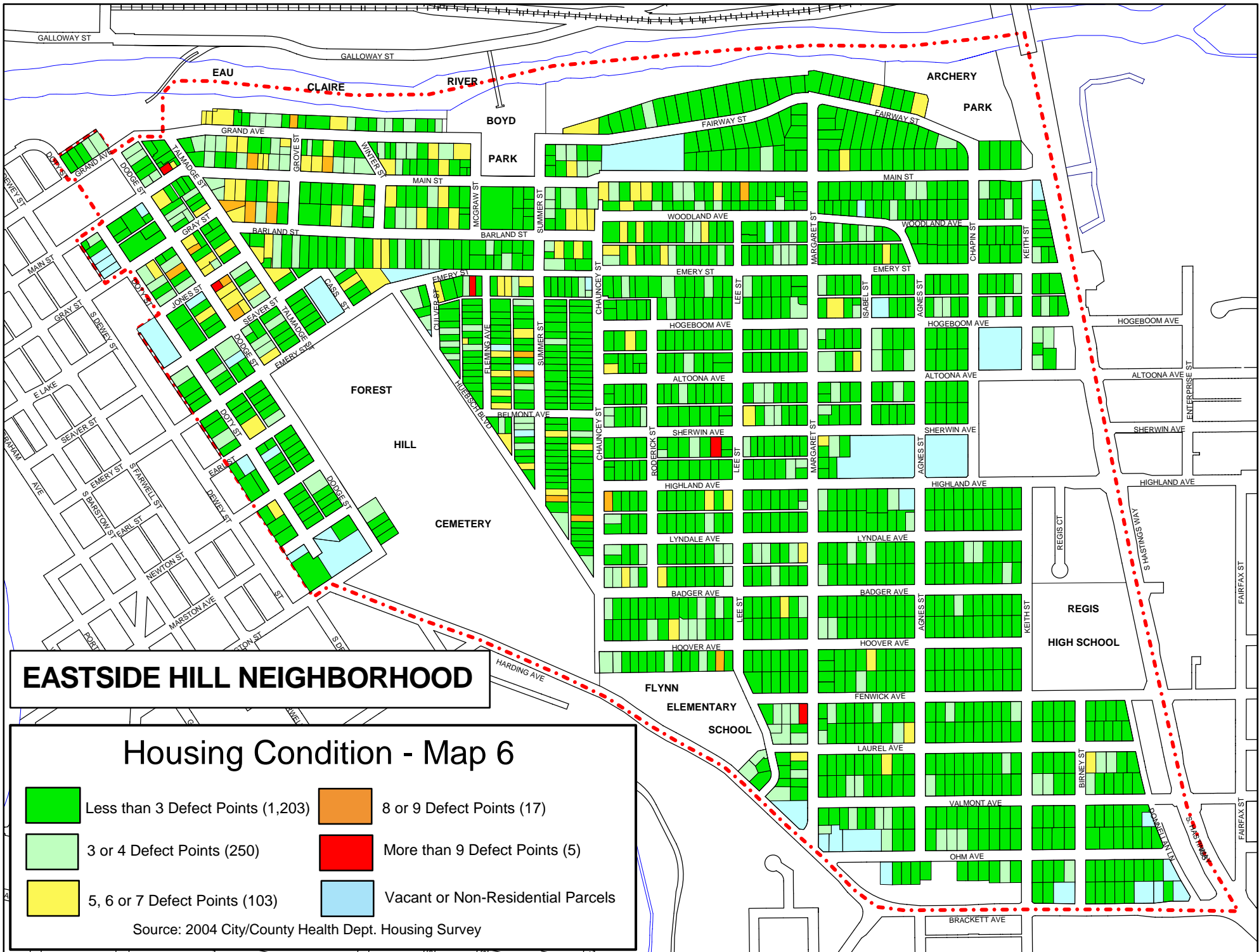
8. Major Entryways to the Neighborhood. The major entryways into the Eastside Hill should be enhanced to project a positive image of the neighborhood and instill a sense of arrival to the area. This could be accomplished through different means such as the placement of neighborhood identification signs at entry points, a neighborhood logo placed on the street signs, or banners similar to those displayed in the Downtown area. The neighborhood should explore funding options for such enhancements from such sources as: CDBG funds, sponsorships from neighborhood businesses or the creation of a Neighborhood Improvement District.

*Responsibility:* ESHNA

*Timeframe:* Long-term







# **Appendix A**

## **Housing Condition**



# EASTSIDE HILL NEIGHBORHOOD

## Housing Condition - Map 6

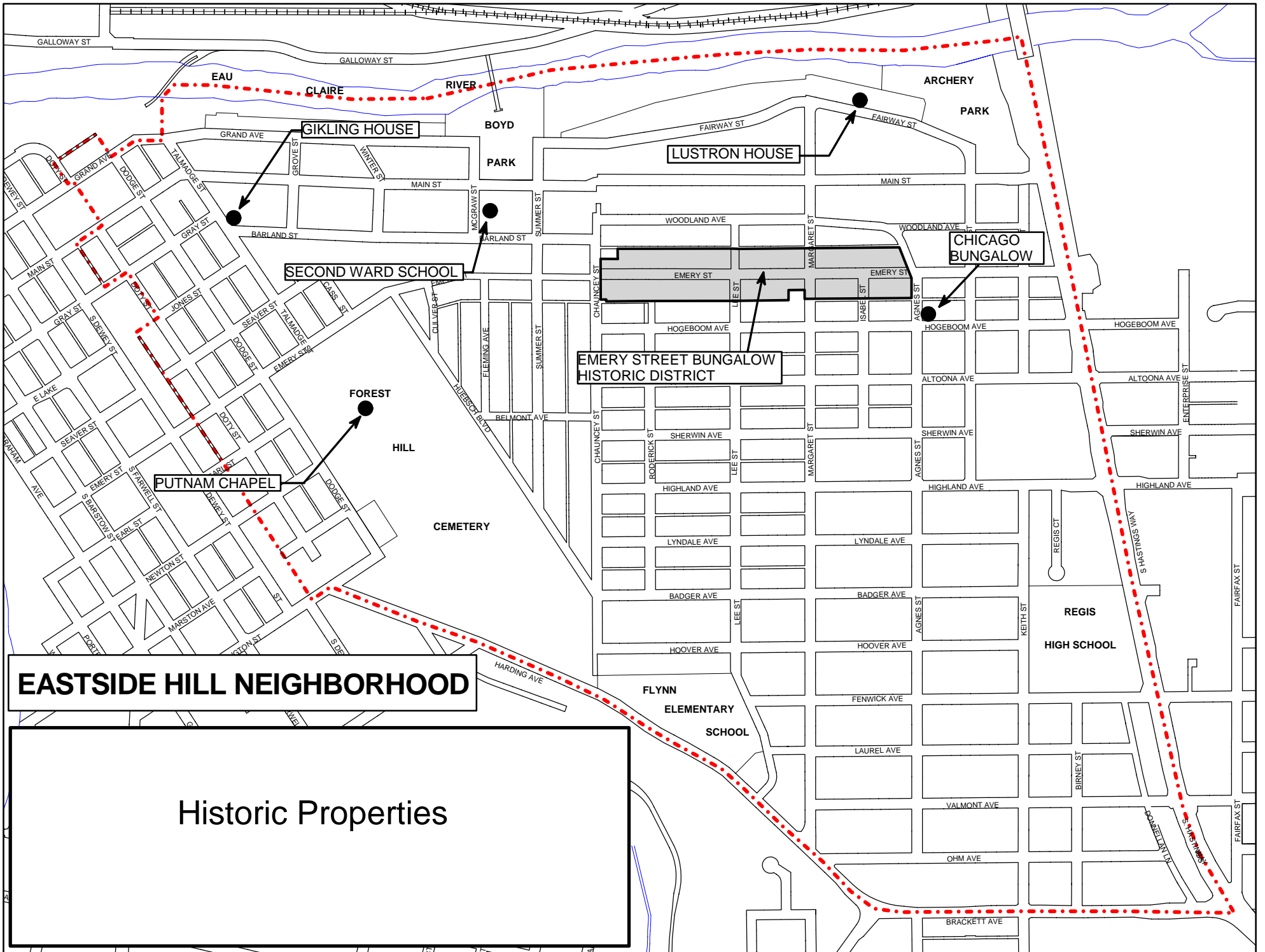
	Less than 3 Defect Points (1,203)		8 or 9 Defect Points (17)
	3 or 4 Defect Points (250)		More than 9 Defect Points (5)
	5, 6 or 7 Defect Points (103)		Vacant or Non-Residential Parcels

Source: 2004 City/County Health Dept. Housing Survey



# **Appendix B**

## **Historic Properties**



**EASTSIDE HILL NEIGHBORHOOD**

Historic Properties

# **Appendix C**

## **Safe Routes to School Program**



# **Appendix D**

## **Issues and Problems**

**EASTSIDE HILL NEIGHBORHOOD  
ISSUES AND PROBLEMS**

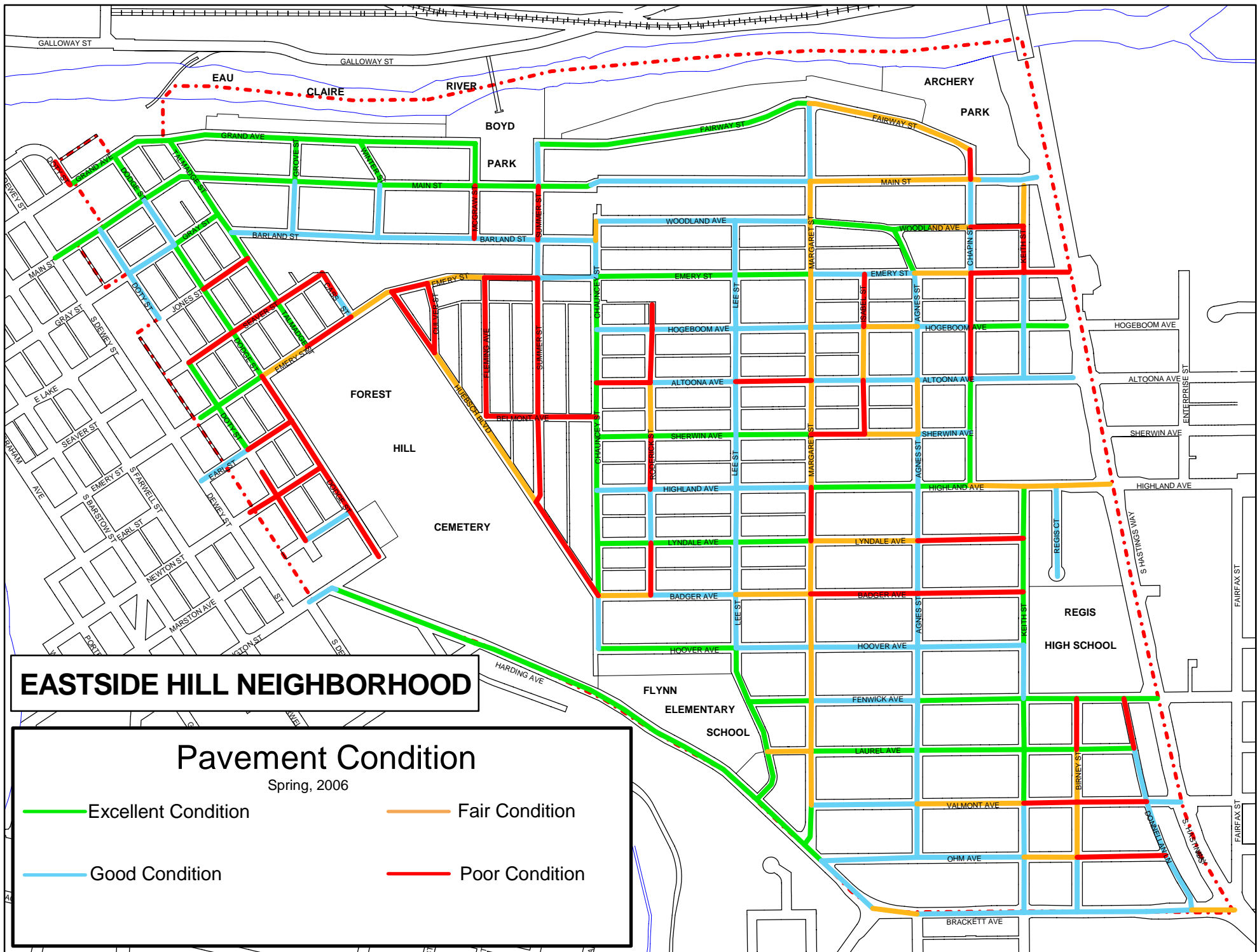
**COMMITTEE MEMBERS**

ITEM	COMMITTEE MEMBERS												TOTAL	# OF	PRIORITY
	A	B	C	D	E	F	G	H	I	J	K	L	PTS.	RESPONSES	
Traffic Issues on Collectors & Arterials	1	1	1	2	2	1	3	2	1	1	2	1	18	12	1.50
Safety and Security	1	2	1	1	2	1	3	1	2	1	2	4	21	12	1.75
Deteriorated Street Condition	1	2	2	2	1	1	2	1	2	2	3	3	22	12	1.83
Lack of Code enforcement	3	3	2	2	2	2	1	1	1	1	4	1	23	12	1.92
High Speed of Traffic on Res. Streets	1	3	1	2	2	1	4	1	1	1	3	4	24	12	2.00
Conversion of Owner Occ. Homes to Rentals	4	1	3	2	1	1	1	2	2	1	3	4	25	12	2.08
Poor Property Upkeep	4	1	3	3	2	2	1	1	1	2	3	2	25	12	2.08
Traffic Within the Neighborhood	1	3	2	1	3	1	3	3	4	1	1	2	25	12	2.08
Concentration of Sex Offenders	1	3	2	1	1	2	3	3	2	1	3	4	26	12	2.17
Boyd Park Playground Program	1	4	3	3	5	1	2	3	1	1	2	3	29	12	2.42
Vandalism	1	3	3	2	2	3	3	4	1	2	2	3	29	12	2.42
Pedestrian Safety Crossing Hwy 53	3	5	2	3	2	2	1	1	3	3	2	3	30	12	2.50
Zoning	4	4	3	2	3	2	1	3	2	3	2	2	31	12	2.58
Boyd Park Improvments	3	3	4	3	5	1	1	2	1	1	3	4	31	12	2.58
Waterford Development	3	1	1	3	5	1	4	4	4	1	2	2	31	12	2.58
Congested Streets	1	4	3	2	3	2	3	2	2	3	3	4	32	12	2.67
Poor Street Lighting	2	4	1	3	4	1	3	2	4	2	3	4	33	12	2.75
Need for Boulevard Trees	5	3	3	2	5	1	2	4	2	2	3	2	34	12	2.83
Status of Archery Park	1	4	3	3	5	4	4	3	2	3	2	3	37	12	3.08
Status of Historic Properties	5	3	3	4	2	3	4	5	1	3	4	3	40	12	3.33

NOTE: The lower the number for the priority; the higher the ranking.

# **Appendix E**

## **Street Condition**





# **Appendix F**

## **Secretary of Interior Standards for Rehabilitation**

## **APPENDIX F GUIDELINES FOR REMODELING**

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The following guidelines developed by the United States Department of the Interior are suggestions for the use of property owners rehabilitating or making additions to older buildings. These may be houses or commercial buildings of architectural, historical or cultural distinction or other older structures with design elements that contribute to the character of the neighborhood. The application of these guidelines will enable property owners to make improvements to older buildings without detracting from original design characteristics.

1. Every reasonable effort should be made to provide a compatible use for a property which requires minimal alteration of the building, structure, or site and its environment, or to use a property for its originally intended purpose.
2. The distinguishing original qualities or character of a building, structure, or site and its environment should not be destroyed. The removal or alteration of any historic material or distinctive architectural features should be avoided when possible.
3. All buildings, structures, and sites should be recognized as products of their own time. Alterations that have no historical basis and which seek to create an earlier appearance should be discouraged.
4. Changes which may have taken place in the course of time are evidence of the history and development of a building, structure, or site and its environment. These changes may have acquired significance in their own right, and this significance should be recognized and respected.
5. Distinctive stylistic features or examples of skilled craftsmanship which characterize a building, structure, or site should be treated with sensitivity.
6. Deteriorated architectural features should be repaired rather than replaced, wherever possible. In the event replacement is necessary, the new material should match the material being replaced in composition, design, color, texture, and other visual qualities. Repair or replacement of missing architectural features should be based on duplication of features, substantiated by historic, physical or pictorial evidence, rather than on conjectural designs or the availability of different architectural elements from other buildings or structures.
7. The surface cleaning of structures should be undertaken with the gentlest means possible. Sandblasting and other cleaning methods that will damage the historic building materials should not be undertaken.
8. Every reasonable effort should be made to protect and preserve archeological resources affected by or adjacent to any project.
9. Contemporary design for alterations and additions to existing properties should not be discouraged when such alterations and additions do not destroy significant historical, architectural or cultural material, and such design is compatible with the

size, scale, color, material, and character of the property, neighborhood or environment.

10. Wherever possible, new additions or alterations to structures should be done in such a manner that if such additions or alterations were to be removed in the future, the essential form and integrity of the structure would be unimpaired.

Detailed application of these guidelines can be found in "The Secretary of Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings". National Park Service. 1983.

# **Appendix G**

## **Design Guidelines for New Construction**

## **APPENDIX G GUIDELINES FOR NEW CONSTRUCTION**

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The following design guidelines should be considered for new residential construction within the neighborhood.

1. **Design:**

All new construction should meet high standards of contemporary design. Design elements of surrounding buildings of architectural or historical significance such as roof shape, bays, cornice lines, etc., should be incorporated into the design of new buildings to encourage design compatibility with existing buildings.

2. **Facade:**

Facades should be similar in design to surrounding buildings. The size, proportion and number of openings and the ratio of solids to voids should be related to adjacent buildings. The vertical emphasis of the front facade reflected in the height-to-width ratio should be preserved.

3. **Materials:**

Wood or brick that is compatible in scale, color and texture of the facades of adjacent buildings are preferred materials for exterior facades. Plywood, wide aluminum siding, and multi-colored brick are generally not preferred.

4. **Roof Line:**

Roof shapes should be consistent with the height, slope and design

features of roofs of buildings in the area. Gable roofs are preferred roof shapes. Residential buildings should not be constructed with flat roofs.

5. **Colors:**

Exterior colors should be harmonious with the colors of surrounding buildings and with colors in use during the period when the majority of the buildings were constructed.

6. **Landscaping and Parking:**

- a) Building and other facilities should be located to preserve trees and other natural features of the site.
- b) A minimum of .5 to 1 percent of the total estimated improved property should be considered for trees and shrubs.
- c) Front, side and rear yards should have adequate lawn or vegetative cover, with parking provided only in the rear yards.

