

# Clairemont Avenue Medical and Educational District Plan District Master Plan and Design Guidelines



# Clairemont Avenue Medical and Educational District Plan District Master Plan and Design Guidelines

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## Introduction

### Purpose of the Plan

This chapter of the *Clairemont Avenue Medical and Educational District Plan* describes current conditions and major planning issues. Assessed are features such as the pattern of land use and ownership, circulation by auto, bus, bicycle or foot, natural features, appearances, the pattern of property ownership, adopted development plans and City zoning.

The purpose of the chapter is to establish a base of information about the district from which a discussion can be conducted about the next steps in a planning process. Participants in such a conversation would likely include the property owners, representatives of the several major institutions, City officials and citizens of Eau Claire. The topic might encompass whether the stakeholders wish to engage with the City in planning private and public improvements, the desired pattern of district development and the coordination of access, parking, signs, landscaping, utilities, drainage and overall image. If there is agreement about moving forward on a district plan, the process, content and cost-sharing could also be agreed upon.

## The Study Area

The study area for the Clairemont Avenue Medical and Educational District Plan is illustrated by Figure 1 and is generally bounded by:

- The Chippewa River on the north
- The Clairemont Avenue bridge over the river on the west
- The University's football field east of University Drive
- MacArthur Avenue on the south.

The focus on the study is primarily north of Clairemont Avenue including part of the campus of the University of Wisconsin–Eau Claire, Chippewa Valley Technical College, Sacred Heart Hospital, and the medical clinics west of Hendrickson Drive. Properties south of Clairemont Avenue are included for the analysis of the traffic and appearances.

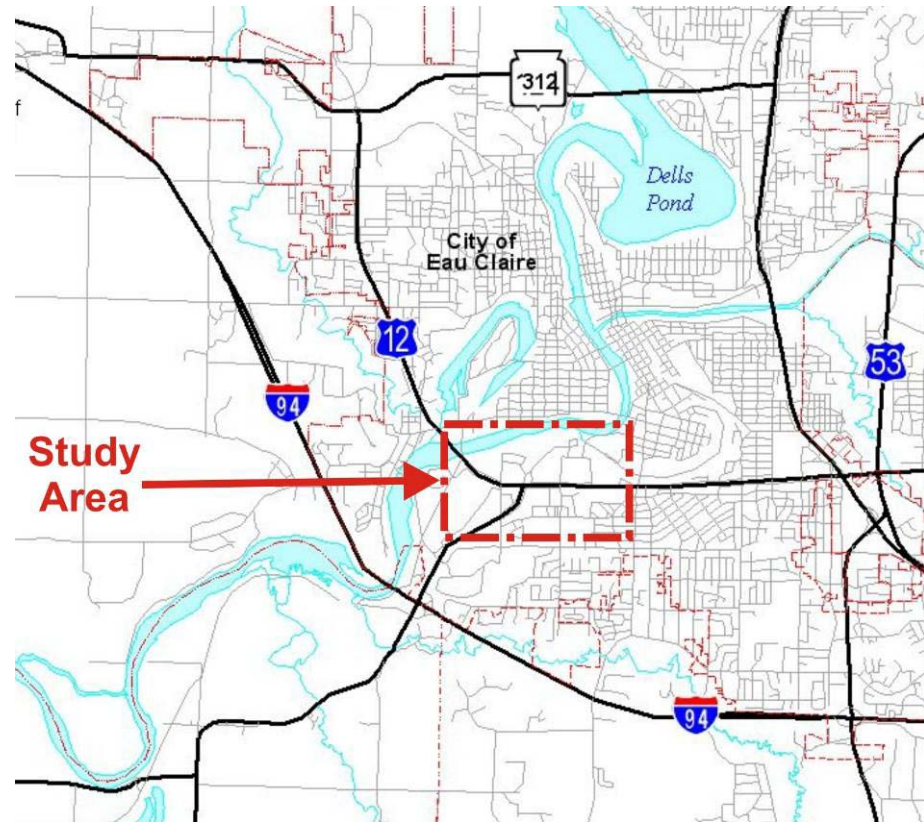
The Educational-Medical District was identified in the 2005 *Eau Claire Comprehensive Plan* as an important center in the city for employment and professional services. The University, Sacred Heart Hospital and Marshfield Clinic are three of the largest employers in the metropolitan area and draw many thousands of daily users. In addition, the Chippewa Valley Technical College (CVTC) has an enrollment of 6,500 students at its buildings in the study area. Nearby medical specialty clinics, retail and service businesses, and industries contribute greatly to the daily employment, traffic and development intensity.

Access to the study area is provided by only two major roads: Clairemont Avenue (US 12) and Hendrickson Drive (Wisconsin 37).

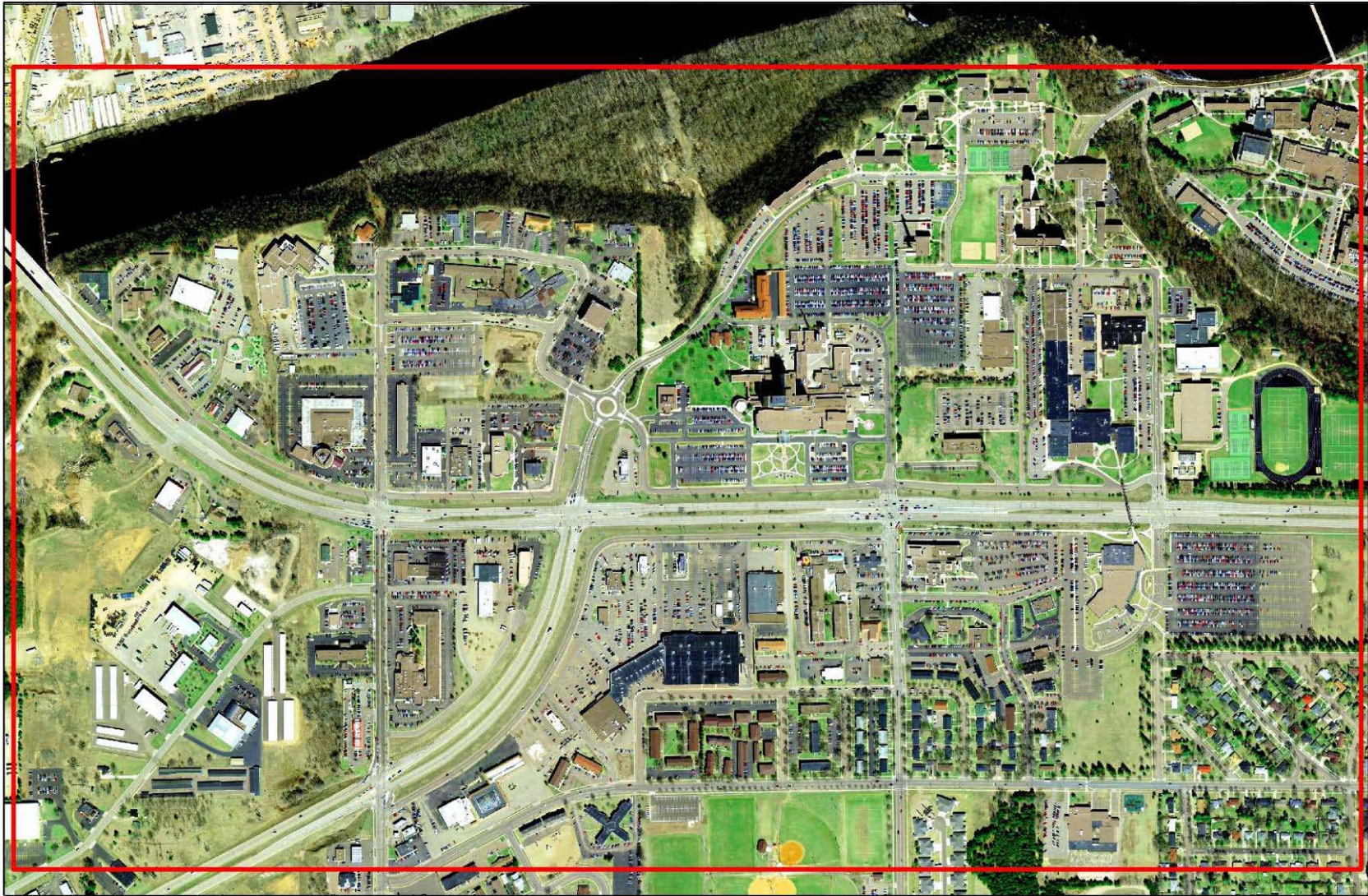
The district acts as a major visual arrival point for those entering the community from I-94 via Hendrickson Drive, which terminates at Clairemont Avenue.

Finally, the district has nearly 7,000 feet of frontage on the Chippewa River including dramatic forested bluffs, slopes and floodplain.

In response to these factors, it was stated in the *Eau Claire Comprehensive Plan* that “the City should lead and coordinate the preparation of a master plan for the area north of Clairemont Avenue ...” The master plan should “incorporate the plans of the individual institutions and address a broad range of issues and opportunities ...” And that “the City should seek to maximize land use efficiency, provide for long-term growth, improve appearance and image, and reduce incompatible relationships. The plan should be coordinated with future improvements to Clairemont Avenue and Hendrickson Drive and should incorporate the land previously set aside but no longer needed for the Highway 37 South Bridge.” That is the intent of this planning process.



**Figure 1**  
**Study Area Location**



**Clairemont Avenue  
Medical-Educational  
District Plan**

**Legend**

 Study Area

Figure 2  
Aerial Photograph  
of the Study Area

0 250 500 1,000  
Feet

## Current Land Use

The pattern of land use in the district, illustrated by Figure 3, indicates that there are many different, complementary and sometimes conflicting activities in place. Figure 4 provides a specific listing of businesses to complement and map of land use shown by Figure 3.

### North of Clairemont Avenue

North of Clairemont Avenue are the medical and educational areas including the university campus, Chippewa Valley Technical College, Sacred Heart Hospital and several private medical clinics. Another major land use is an office building owned by the State of Wisconsin, located along the northern frontage road immediately west of CVTC. There appears to be competition for space among those major institutions particularly with respect to parking.

West of Hendrickson Drive, the primary activities are private medical clinics, principally Marshfield Clinic. Several non-medical businesses line the frontage road along Clairemont Avenue in this western area.

Surface parking is the predominately single land use in the district, accounting for more than half of the land coverage.

### South of Clairemont Avenue

South of Clairemont Avenue, the major land uses include commercial retail businesses, industry, high-density housing and lower density housing.

East of Hendrickson Drive and south of Clairemont Avenue, land uses include a shopping center with ancillary businesses such as restaurants, a medical clinic, and an addition to CVTC that provides medical training. West of Hendrickson Drive are hotels, restaurants and a major industrial area.

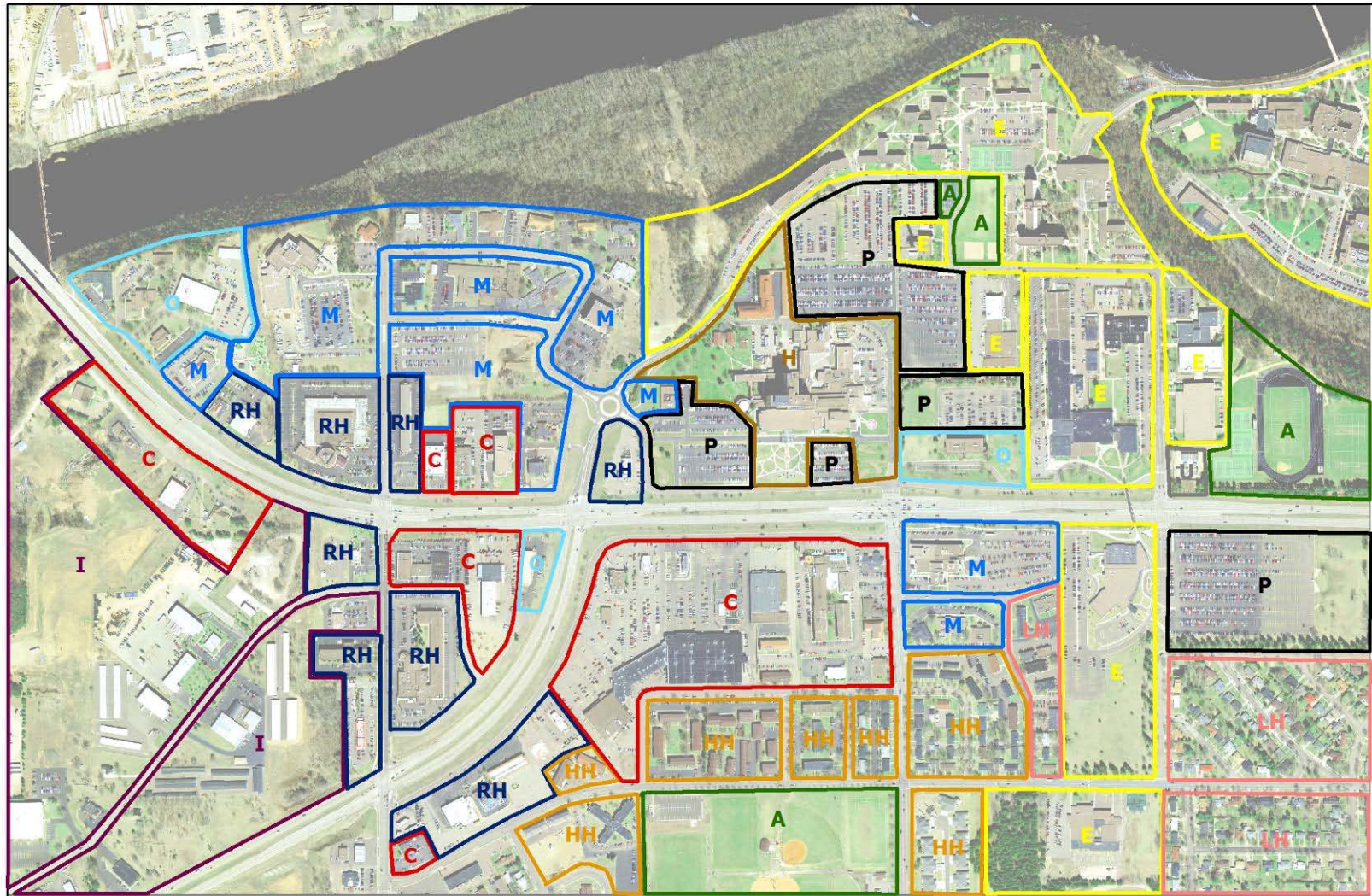
Along Macarthur Avenue in the southeastern quadrant are apartments, townhouses, single-family homes and the university's intramural athletic fields.

### The River Bluffs

Finally, the northern edge of the district is composed of a steep, wooded slope leading an arboretum maintained by the university along the Chippewa River.

Little Niagara Creek flows through Putnam Park and joins the Chippewa River near the western end of the lower UWEC campus.



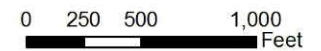


**Clairemont Avenue  
Medical-Educational  
District Plan**

**Legend**

- |                           |                                  |
|---------------------------|----------------------------------|
| LH - Low Density Housing  | C - Commercial Retail Businesses |
| HH - High Density Housing | RH - Restaurant or Hotel         |
| E - Educational Buildings | I - Industrial                   |
| H - Hospital Buildings    | P - Parking                      |
| M - Medical Clinic        | U - Utility                      |
| O - Office                | A - Athletic Field               |

Figure 3  
Current Land Use, 2008

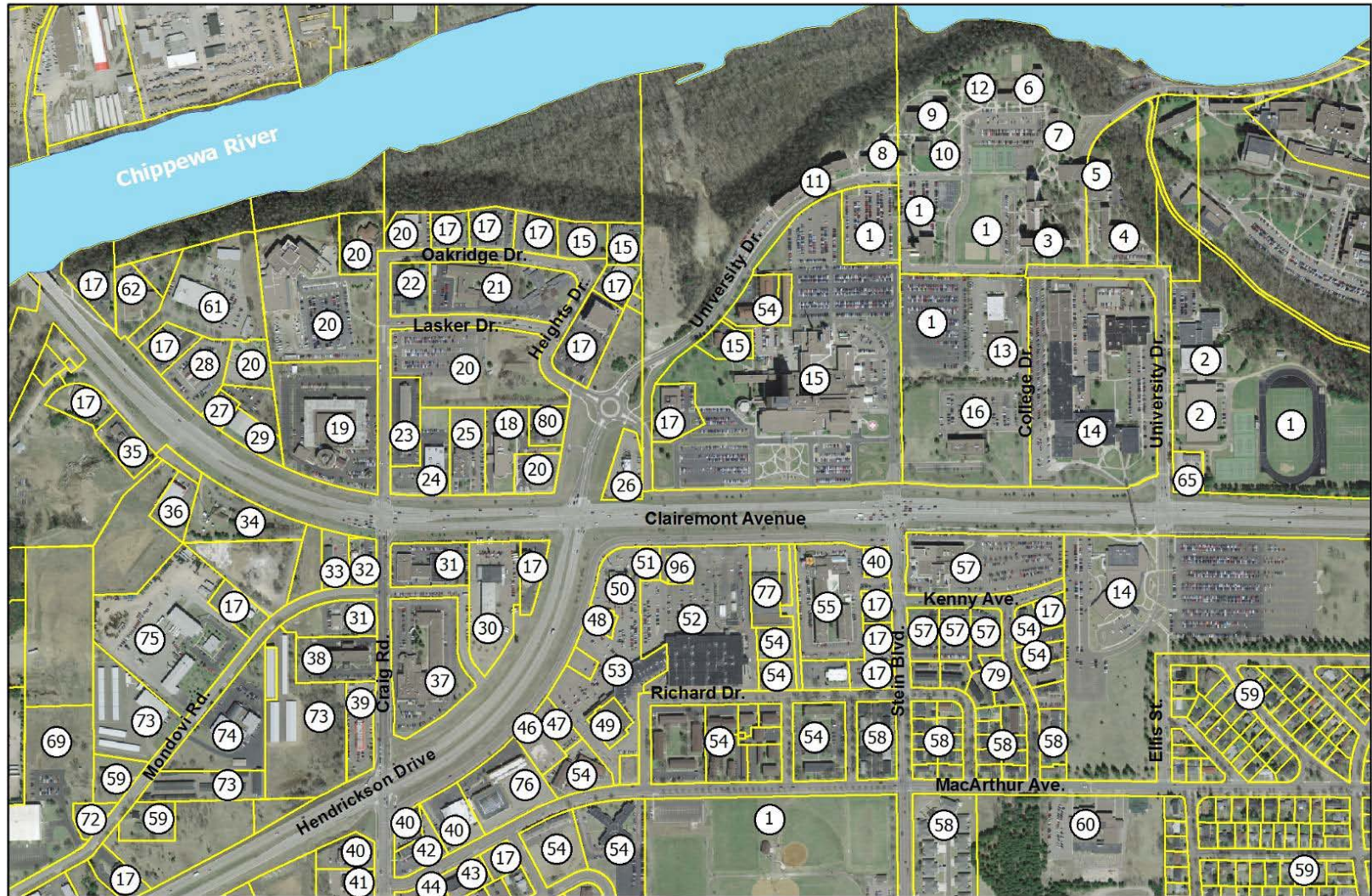


## Major Property Owners

A specific identification of the major businesses, institutions and property owners is provided by Figure 4 and Table 1.

**Table 1**  
**Major Property Owners**

1	UW – EC complex	28	Biolife Plasma Center	58	Duplex residential
2	McGhee Physical Education	29	Vacant / pawn shop	59	Single-family housing
3	Towers Dormitory	30	Indianhead Truck Center	60	Putnam Heights Elementary School
4	Murray Hall Dormitory	31	Marquardt Auto Sales	61	Wisconsin DNR
5	Hilltop Center	32	Taco Bell	62	Lutheran Social Services
6	Governor’s Hall Dormitory	33	Godfather’s Pizza Restaurant	63	Western Wisconsin Eye, Ear and Nose Clinic
7	Horan Hall dormitory	34	Wisconsin Public Radio	64	Midwest Dental Clinic
8	Oakridge Hall Dormitory	35	Ship Shape Car Wash	65	Xcel Energy
9	Sutherland hall Dormitory	36	Auto repair and parts	66	Office / shop
10	Bridgman Hall Dormitory	37	Holiday Inn	67	G & K Services
11	Chancellors Dormitory	38	Hampton Inn	68	Signart
12	Crest Wellness Center	39	McDonald’s	69	Phillips Plastics
13	Central Maintenance	40	Convenience gas and goods	70	Trail Lodge
14	CVTC complex	41	Chinese restaurant	71	Allied Blacktop
15	Sacred hart Hospital complex	42	Randy’s Restaurant	72	The Ark Veterinary Clinic
16	State office building	43	Highlander Motel	73	Warehousing
17	Office building	44	Super 8 Motel	74	Reality Works Company
18	Charter Bank	45	Comfort Inn Motel	75	Veolia
19	Plaza Hotel and Suites	46	Future Sonic restaurant	76	Country Hearth Inn
20	Marshfield Clinic complex	47	Arby’s restaurant	77	Vacant / retail
21	Eau Claire Manor Nursing Home	48	Royal Credit Union	78	Arbor Freight
22	Winkly Orthopedics	49	Ron’s Supermarket	79	KC Hall
23	Days Inn	50	Red Lobster restaurant	80	Midwest Dental Clinic
24	Walgreens drug store	51	Wendy’s restaurant		
25	Sweetwater Restaurant	52	Shopko store		
26	Hardee’s	53	Shopko Plaza shopping center		
27	Pizza Hut	54	Apartment buildings		
		55	Day’s Inn		
		56	Starbuck’s Coffee		
		57	Midelfort Clinic		



# Clairemont Avenue Medical-Educational District Plan

## Legend

- Parcels
- Major Businesses

Figure 4  
Major Businesses

0 250 500 1,000  
Feet

## Major Land Development

### University of Wisconsin – Eau Claire Campus

The University of Wisconsin – Eau Claire will begin to prepare its first campus master plan and design guidelines in 2008. It will address housing, transportation, parking, land use and utilities. This physical plan will complement the existing campus strategic plan. Among the many subjects that concern campus leaders are:

- The perimeter image of the campus and the arrival experience
- Auto access to and from campus
- Wayfinding signage to and within campus.
- Campus landscaping
- Building exterior design
- Surface water management (volume and quality)
- Acquisition of certain parcels adjacent to campus to accommodate growth
- Parking supply and ownership
- Pedestrian movement and safety (e.g., students crossing Clairemont Avenue to Shopko Plaza shopping center)

It should be noted that two of the major parking lots used by the University on the “Upper Campus” are leased from Sacred Heart Hospital and the Wisconsin Department of Administration, which is a vulnerability to the University.

Enrollment is forecast to remaining stable around 10,000 undergraduates and 500 graduate students.

### Chippewa Valley Technical College

Chippewa Valley Technical College offers a wide variety of courses in many program topics, a mixture that continuously evolves to meet the needs of regional employers. Consequently, there is no definite long-term plan for the college.

Access and parking continue to be concerns.

CVTC presently maintains four groups of facilities in Eau Claire:

- The Business Education Center located north of Clairemont Avenue at University Drive
- A Health Education Center south of Clairemont Avenue (which offers courses in cooperation with the University of Wisconsin family practice program)
- A Manufacturing Education Center at Gateway Business Park on the northwestern side of Eau Claire
- The Emergency Services Center (the West Campus located near Menard’s distribution center northwest of Eau Claire).

Certain programs could be relocated from the main campus to the West Campus and the space remodeled to accommodate other programs. There would be no net change in enrollment at the Business Education Center if such changes occurred.

### **Sacred Heart Hospital**

Sacred Heart Hospital maintains a major complex of buildings in the district with 1,350 employees and is associated with Oakleaf Medical Network and Marshfield Clinic, which has a building in the western part of the district as well as in other Wisconsin cities. The hospital serves western Wisconsin and has experienced a growing volume of activity with more than 9,000 hospital admissions and 125,000 outpatient visits annually. (Source: Wisconsin Hospital Association.)

### **Marshfield Clinic**

Marshfield Clinic operates a 138,000 square foot facility west of the intersection of Craig Road and Lasker Drive. A future addition of 110,000 square feet is planned on the same site.

### **State Department of Administration**

The Wisconsin Department of Administration maintains a 25,000 square foot building along the northern side of Clairemont Avenue near Stein Boulevard. Its major tenant presently is the Department of Transportation. A parking lot is located to the north, and access to Clairemont Avenue is via private drives to the northern frontage road.

### **Midelfort Clinic**

Midelfort Clinic, affiliated with Luther-Mayo Hospital in Eau Claire and the Mayo medical system, has a building south of Clairemont Avenue at Stein Boulevard. Access is via Kenney Avenue and Stein Boulevard.

## Visual Character

The visual character of the study area is influenced by four major factors:

1. Its auto-oriented suburban pattern
2. A relatively intensive and dense use of land in certain locations, including a pedestrian environment on the university campus, which contrasts with the first point.
3. The presence of Clairemont Avenue and Hendrickson Drive
4. The wooded valleys of the Chippewa River and Putnam Park.

The positive visual attributes of the district include:

- The pedestrian spaces created by building placement on the university campus
- The natural beauty of the river and creek valleys
- The recently-added gardens and landscaping of the Sacred Heart Hospital campus
- The landmark size of the main hospital building and some of the university dormitories
- The recognizable pedestrian bridge over Clairemont Avenue
- The façade design of several individual buildings
- The beginnings of a dense coniferous hedge along the CVTC south parking lot
- The roundabout on Hendrickson Drive.

The negative visual attributes of the district include:

- The shortage of landscaping along both Clairemont Avenue and Hendrickson Drive coupled with their great expanse of pavement.
- The overhead wires and poles along Clairemont

- The lack of perimeter landscaping for most of the developments along either side of Clairemont.
- The abundance of surface parking, particularly without plantings to soften its appearance.
- The surface parking located between the front of the hospital and Clairemont Avenue.
- The absence of visual harmony among buildings in terms of setback, heights, bulk, façade design, materials and colors.
- The frontage roads, which increase the amount of pavement, reduce landscaping and set buildings even further from the main roads.
- The intrusive parking on an otherwise pedestrian campus
- The shortage of unifying visual organizational clues such as plantings, lighting, directional (wayfinding) signs, consistent road alignments, a central arrival point or entry features.
- The inability to see the river valley from most locations in the district.

Hendrickson Drive is a major entry to Eau Claire from the perimeter Interstate highway system. However, the visual experience does not announce entrance to the city nor present a positive image. Several billboards line Hendrickson Drive southwest of Craig Road.

Clairemont Avenue is part of the major inner-loop of roads serving Eau Claire that includes Hastings Way and North Crossing. Clairemont east of the district is generally well landscaped, softening the image of the wide roadway. This effect diminishes west of Chippewa Valley Technical College, however.



The northern frontage road of Clairemont Avenue including the highway and the lawn of the Chippewa Valley Technical College.



The Towers Dormitory on the university campus, overlooking student recreation open space.



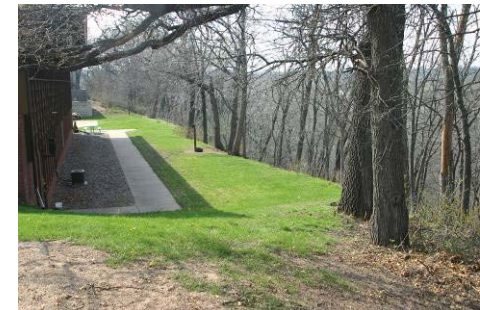
The main building of the Sacred heart Hospital complex.



A handsome new commercial building along the northern frontage road of Clairemont Avenue.



Marshfield Clinic.



The edge of the Chippewa River valley behind a medical clinic.

## Current Zoning

The pattern of zoning, depicted by Figure 5, mirrors the pattern of current land use.

Thus, north of Clairemont Avenue, the zoning is principally:

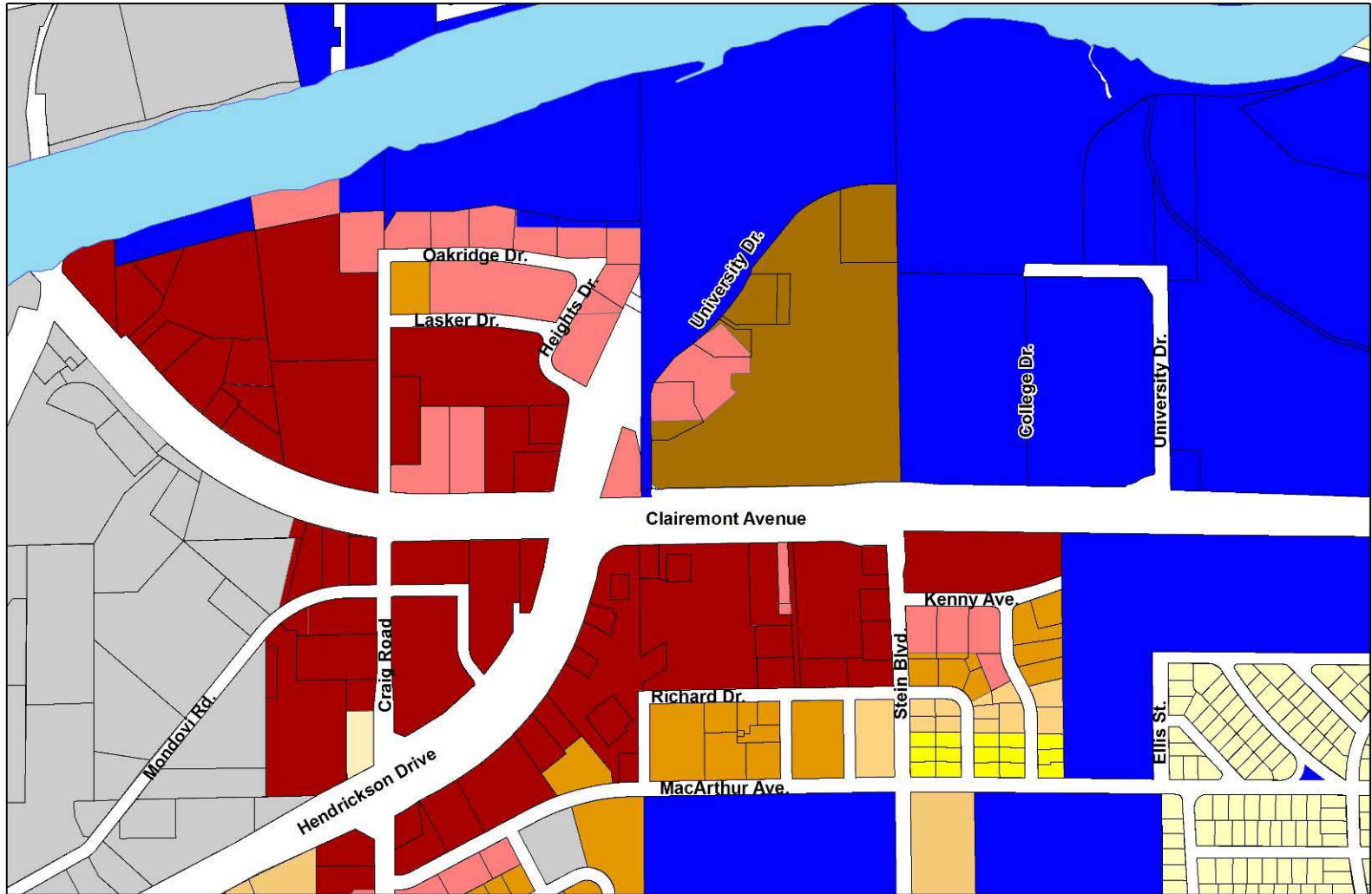
- **P**, Public Properties District, for the university, technical college and state office building
- **R4**, High-Rise Multiple-Family District, for the hospital
- **C3**, Community Shopping District, for the clinics and other businesses.

South of Clairemont Avenue, the zoning is principally:

- **P**, Public Properties District, for the university, technical college and state office building
- **C3**, Community Shopping District, for the shopping center and other businesses
- **I-2**, Heavy Industrial District, for the manufacturing and warehousing businesses
- **R-1, R-2 and R-3**, One-Family, Two-Family and Low-Rise Multiple-Family District, for the housing.

**Highway Overlay District:** Along both sides of Clairemont Avenue, a controlled-access road with frontage roads, the Highway Overlay District exists. That zone requires buildings to be set at least 70 feet from the right-of-way of the highway or frontage (service) road. All other zoning regulations in the Highway Overlay District are the same as those of the underlying zoning district.



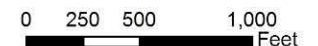


**Clairemont Avenue  
Medical-Educational  
District Plan**

**Legend**

R1	R3P	P	I
R2	R4	C3	
R3	R4H	C2	

Figure 5  
Zoning Districts, 2008



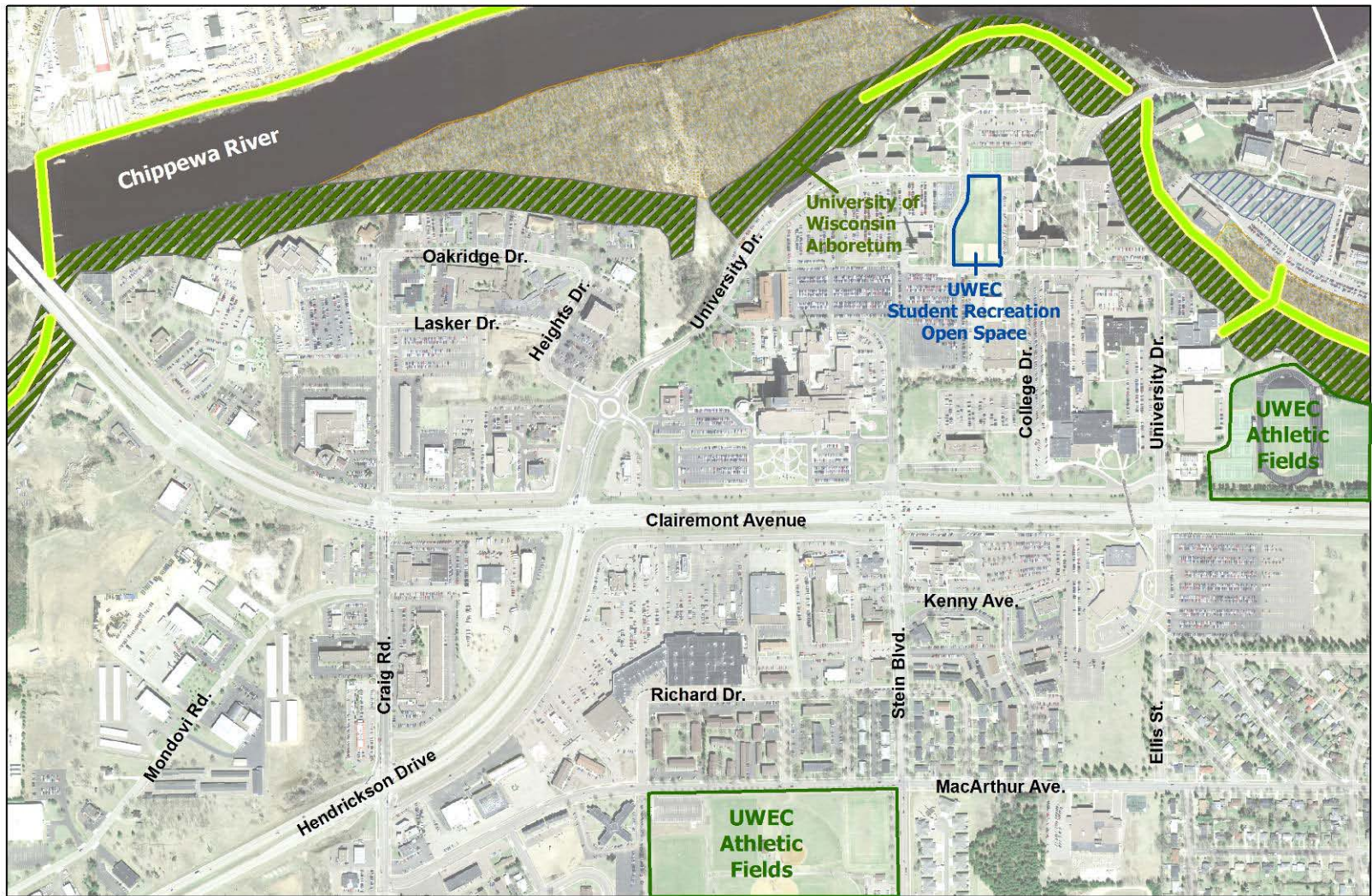
## Major Natural Features and Parks

Major natural features in the Clairemont Medical and Educational District are confined to the river valley and Putnam Park. These include the river, the wooded slope along the river and the steeper wooded bluff line.

The river frontage is owned by the University of Wisconsin – Eau Claire and designated as Putnam Park. A portion of the park is designated as a Scientific Area to be preserved as a natural area for study and research. Putnam Park includes Little Niagara Creek, which flows into the Chippewa River.

There is an unpaved walking path through the forest along the foot of the river bluff through Putnam Park downriver of the university campus.

That path links to the pedestrian and bicyclist bridge over the river near the Clairemont Avenue crossing and in public open space downriver of the Clairemont Avenue river bridge.



**Clairemont Avenue  
Medical-Educational  
District Plan**



Figure 6  
Major Natural  
Features and Parks

0 250 500 1,000  
Feet

## Road System

The Clairemont Medical and Educational District is accessed by these major roads:

**Table 2  
Road Jurisdictional and Functional Classification**

Road Name	Jurisdiction	Functional Classification
Clairemont Avenue (USH 12)	State	Principal Arterial
Hendrickson Avenue (STH 37)	State	Principal Arterial
State Street	Municipal	Principal Arterial
Hamilton Avenue	Municipal	Minor Arterial
Stein Boulevard	Municipal	Collector
Craig Road	Municipal	Minor Arterial
MacArthur Avenue	Municipal	Collector
Mondovi Road	Municipal	Collector

## Road Geometry

Figure 7 depicts the number of lanes on the major roads in the district. Each of the intersections along Clairemont and Hendrickson Avenues includes protected left-turn and, usually, right-turn lanes. Clairemont Avenue and Hendrickson Avenue are six- and four-lane divided roads, respectively, with limited pedestrian crossings.

Clairemont Avenue, US Highway 12, was recently rebuilt by the Wisconsin Department of Transportation. Changes during construction include:

- Left-turns will be allowed on the green-arrow signal only. Previously, left-turns were allowed on the full-green signal, which may have contributed to higher than expected rate of turning accidents.
- A right-in, right-out access point was built at the eastern end of the parking lot that serves CVTC on the south side of Clairemont Avenue.
- The eastbound right-turn lane to the CVTC parking lot south of Clairemont Avenue was lengthened to 400 feet.
- Dual westbound left-turn lanes were built at University Drive East.
- A 12-foot asphalt path to be shared by pedestrians and bicyclists was built along the north side of Clairemont Avenue through the length of the district.

In a related improvement, the frontage road on the eastern side of Hendrickson Drive will soon be “detached” at Craig Road. The Kwik Trip convenience store was built on a site further

northeast and oriented toward McArthur Avenue; part of its property has been set aside for frontage road right-of-way. This will allow the frontage road to intersect Craig Road further from Hendrickson Drive, improving circulation and safety.

Clairemont Avenue includes frontage roads on both its north and south sides. Those roads intersect perpendicular streets such as Stein Boulevard or University Drive East very close to Clairemont Avenue, creating congested situations. Moving those intersections away (detaching them) from Clairemont Avenue is the preferred solution to this problem but requires acquisition and redevelopment of private property. At the present time, there are no plans for making those changes other than previously described for Craig Road.

The roundabout traffic control recently built on University Drive at Heights Boulevard appears to be functioning adequately as users learn to navigate it.

Most of the circulation on the university and hospital campuses is via private roads or parking lot lanes.

## Traffic Congestion Problems

### Northeastern Quadrant

The intersection of University Drive East and Clairemont Avenue is congested and results in long delays for traffic on University Drive waiting to access Clairemont Avenue. High volumes of traffic use University Drive East to access Clairemont Avenue because other options are few and difficult. CVTC traffic can exit using either University Drive or the north frontage road opposite Stein Boulevard. University Drive north of Clairemont Avenue was recently expanded to three lanes and now accommodates traffic adequately.

However, getting to Clairemont Avenue via the frontage road is difficult and hazardous because the frontage road is not detached, as mentioned previously. A great volume of traffic from the hospital and the state office building uses the Clairemont access point opposite Stein Boulevard, which further discourages CVTC users and adds to the congestion at University Drive. This problem is exacerbated by the north frontage road intersecting University Drive too close to the intersection of University Drive and Clairemont Avenue.

Access to and from the district north of Clairemont Avenue could be improved if there were better east-west movement north of Clairemont but some distance removed from that arterial. Potential circulation options include:

- Extending University Drive East to University Drive West, which would affect the edges of two hospital and one university parking lot.

- Extending the rights-of-way for Stein Avenue north through the hospital property and meet an extended right-of-way for University Drive.
- Building a public east-west link north of the parking lot that serves the state office building.

The westbound dual left turn lanes that were installed in 2008 at University Drive East should improve the performance of that intersection by allowing more green time for University Drive traffic.

### **Southeastern Quadrant**

South of Clairemont Avenue there is more of a grid pattern of streets with which to disperse traffic and provide options for access to and from the arterial roads. As with the other three quadrants of the district, the frontage road is located too close to both Clairemont Avenue and Hendrickson Drive for smooth and safe traffic operations.

Access is provided to the Shopko Plaza shopping center and several adjacent businesses by the south frontage road of Clairemont Avenue, MacArthur Avenue and Stein Boulevard. Secondary access is provided by Richard Drive, a local street shared with residential traffic.

Chippewa Valley Technical College has a large and growing medical training building on the south side of Clairemont Avenue. Access to the parking lot for that facility is primarily via a private lane at the signalized intersection shared with University Drive East. A secondary alternative is the right-in, right-

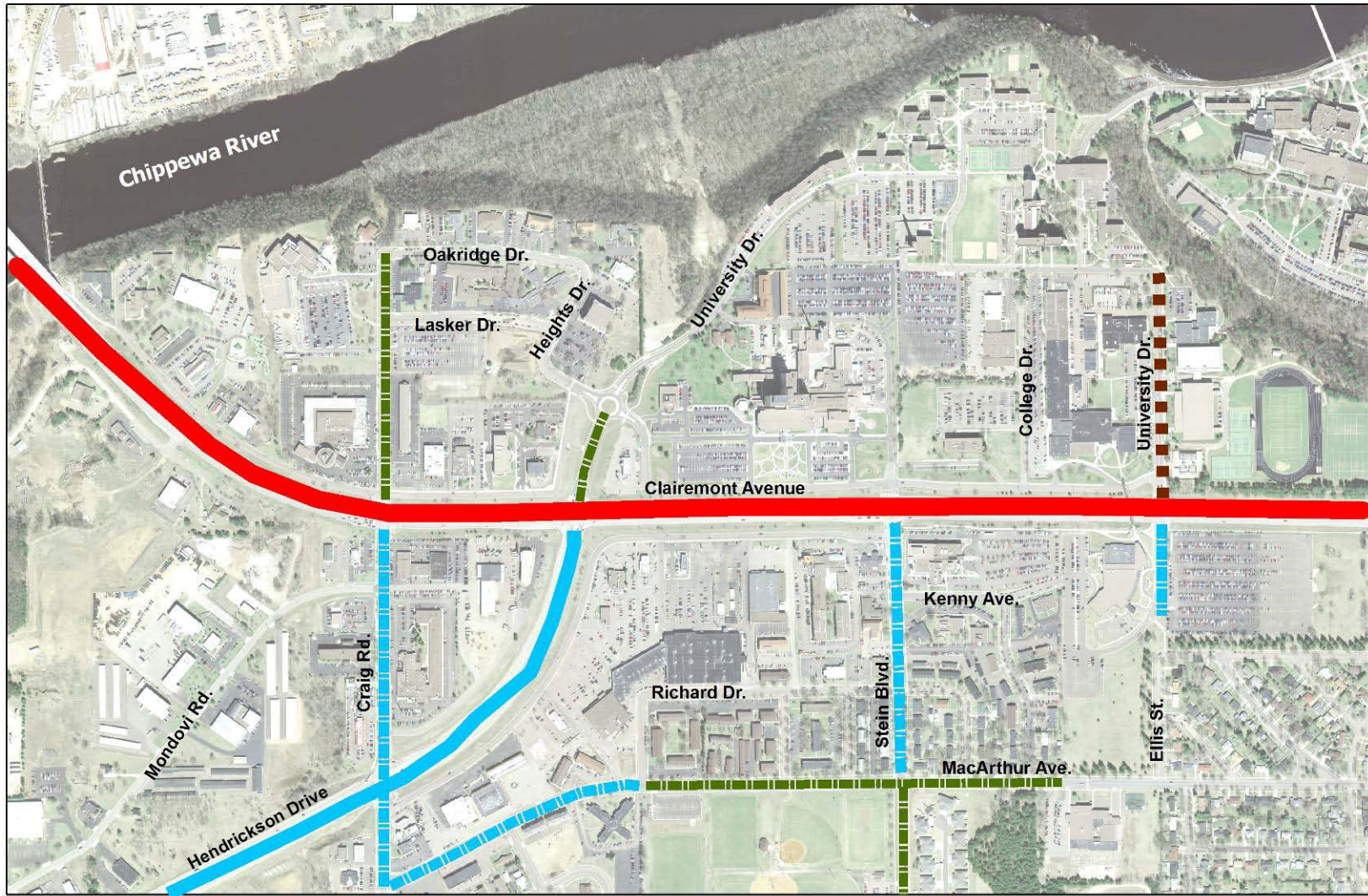
out access built in 2008 at the eastern end of that parking lot.

CVTC could potentially expand its buildings onto its parking lot south of Clairemont Avenue, which might necessitate building a parking structure. Expansion into the adjacent residential neighborhood does not appear to be a possibility.

Furthermore, access to and from the CVTC parking lot south of Clairemont Avenue may not be via the adjacent residential neighborhood. However, there is an indirect link between CVTC medical parking and Kenney Avenue via the western parking lot for faculty members only.

### **Northwestern Quadrant**

Access to the northwestern quadrant of the district is provided at a signalized intersection along Clairemont Avenue at Craig Road, and at a roundabout intersection of Heights Drive at University Drive West. Traffic operations at the Craig Road intersection suffer from the frontage road alignment. At Heights Drive, the frontage road alignment is somewhat better. Parcel access in this quadrant is good because of the loop network of public streets.

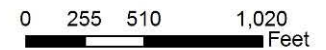


**Clairemont Avenue  
Medical-Educational  
District Plan**

**Legend**

- █ 6-Lanes, Divided
- █ 4-Lanes, Divided
- █ 4-Lanes
- █ 3-Lanes
- █ 2-Lanes

Figure 7  
Number of  
Road Lanes



### Southwestern Quadrant

Access to and from the highway system in the southwestern quadrant of the district is enhanced by the presence of Craig Road and its two signalized intersections at Clairemont Avenue and Hendrickson Drive. The industrial area is served well by Mondovi Avenue. The frontage road problem only exists in this quadrant for a few properties in the far western end of the district.

Craig Road is used as a supplementary route (a short cut) between Clairemont Avenue and Hendrickson Drive. Consequently, the intersection of the two state highways (37 and 12) has less traffic than might normally be expected.

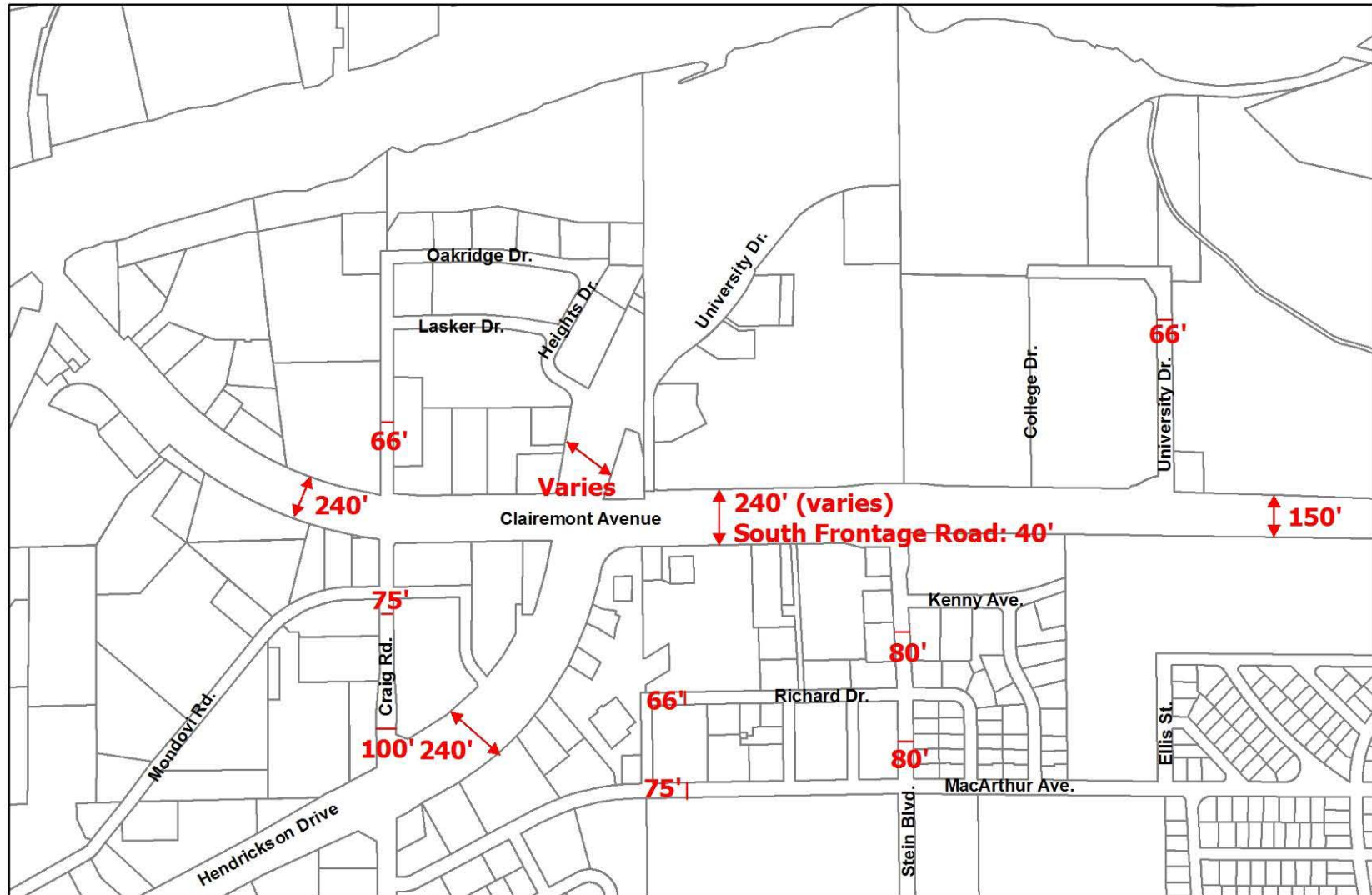
### Road Rights-of-Way

Clairemont Avenue and Hendrickson Drive have sufficient public rights-of-way to accommodate any needed improvements including turning lanes, frontage roads, pedestrian and bicyclist paths or landscaping. However, there is not enough right-of-way to accommodate detaching the frontage road intersections without acquiring private property. Figure 8 depicts the right-of-way widths for the major roads in the district.

There is a very wide swath of public land owned by the City of Eau Claire between Heights Drive and University Drive West that was originally planned for the extension of Highway 37 across the Chippewa River.

The “South Bridge” is no longer included in the long range transportation plan of the Wisconsin Department of Transportation. That land may become available for other purposes although environmental considerations may hinder its development.





**Clairemont Avenue  
Medical-Educational  
District Plan**

**Legend**  
75' Road Right-of-Way Width

**Figure 8**  
Road Right-of-Way Widths



## Traffic Controls

Traffic signals are provided along the two major highways of the district as shown by Figure 9 and listed below.

### **Clairemont Avenue / US Highway 12:**

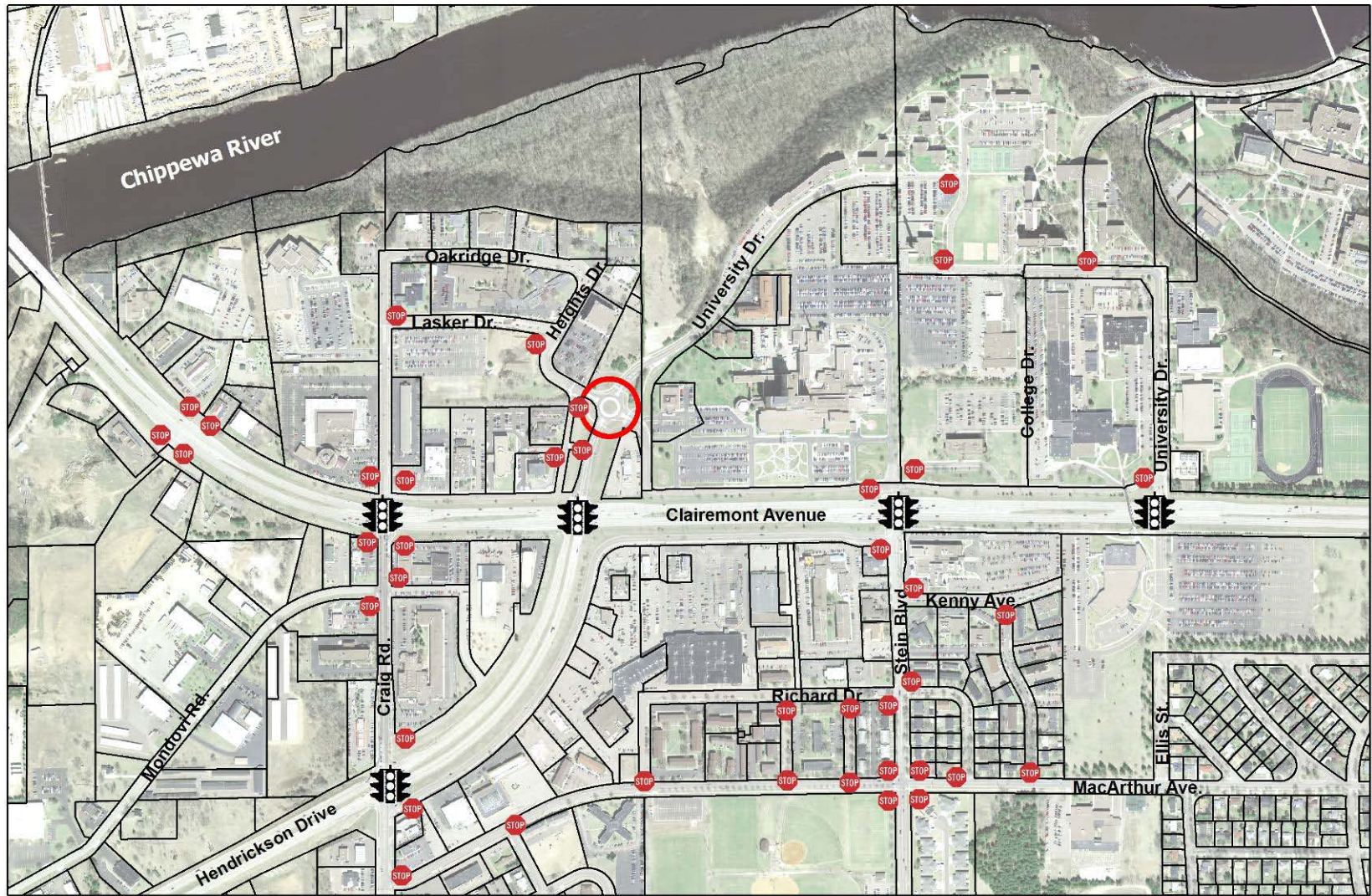
- Craig Road
- Hendrickson Drive
- Stein Boulevard
- University Drive East

### **Hendrickson Drive / Wisconsin 37**

- I-94 ramp terminals
- Hamilton Avenue
- Craig Road

Traffic signals along Clairemont Avenue were modified in 2008 to include protected left-turn arrows only. No additional traffic signals are planned at this time.

Stop signs and a roundabout are located as shown by Figure 9.



### Clairemont Avenue Medical-Educational District Plan

#### Legend

-  Stop Sign
-  Traffic Signal
-  Roundabout

Figure 9  
Traffic Controls

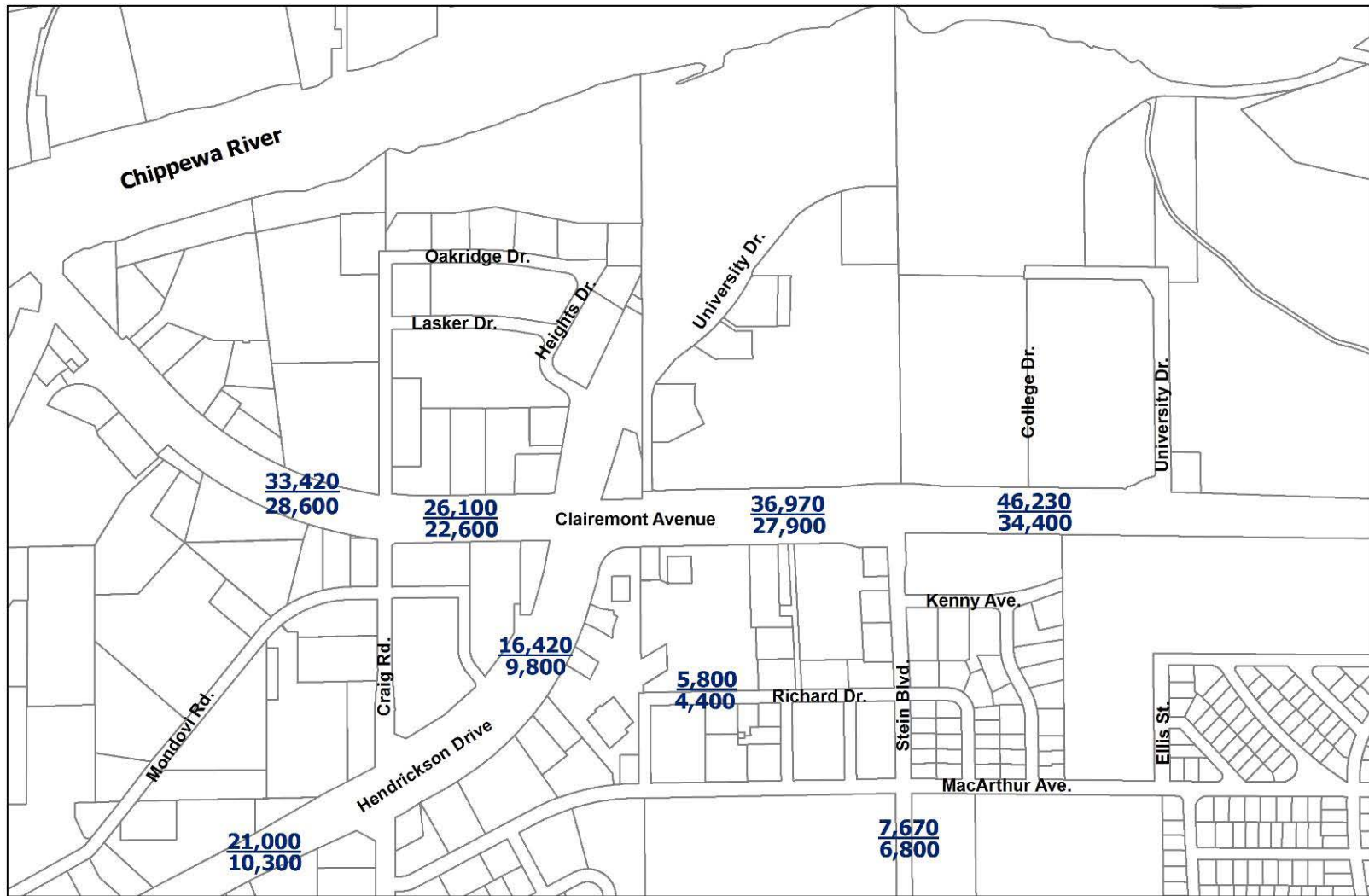


### **Current and Forecast Traffic**

The current and forecast volumes of daily traffic on the major roads of the district are shown by Figure 10.

Forecast increases in traffic range from 17 to 34 percent along Clairemont Avenue and 68 to 104 percent along Hendrickson Drive. Improvements to Clairemont Avenue constructed in 2008 took these forecasts into account.

Both highways are expected to continue to function well at peak hours with adequate levels of service.



### Clairemont Avenue Medical-Educational District Plan

Source: Wisconsin Department of Transportation

#### Legend

**7,670** Forecasted Year 2030 Average Daily Traffic  
**6,800** 2006 Average Daily Traffic (from model)

Figure 10  
Current and  
Forecast Traffic

0 255 510 1,020 Feet

### Locations of Above-Average Accident Frequency

The Wisconsin Department of Transportation collects and analyzes accident data along major roads.

Figure 11 indicates the intersection in the district that are below, near or above the expected range by type of intersection and traffic level.

These signalized intersections were rated as having a higher rate of accidents than should be expected:

#### Clairemont Avenue at:

- Craig Road 1.65 accidents per mve
- Stein Boulevard 1.47 accidents per mve
- University Drive 1.54 accidents per mve

*mve. = million vehicles entering the intersection*

#### Hendrickson Drive at:

- Craig Road. 1.50 accidents per mve

Other intersections had better ratings:

#### Clairemont Avenue at:

- Hendrickson Drive 0.81 accidents per mve
- American Blvd. 0.21 accidents per mve

#### Hendrickson Drive at:

- Hamilton Avenue 0.39 accidents per mve

#### Craig Road at:

- Macarthur Avenue 0.67 accidents per mve
- Hamilton Avenue 0.43 accidents per mve

#### Stein Boulevard at:

- Macarthur Avenue 0.40 accidents per mve

Improvements to Clairemont Avenue in 2008 are expected to reduce the rate of accidents. Roadway changes that should contribute to greater safety include:

- Left-turn on green arrow only
- Longer turn lanes at two locations.



**Clairemont Avenue  
Medical-Educational  
District Plan**

**Crash Rate**




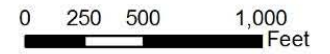
-  < 0.80 Below Normal
-  0.80 to 1.20 Near Normal
-  > 1.20 Above Normal

Figure 11  
Locations of Above Average  
Accident Frequency



## Bus Routes

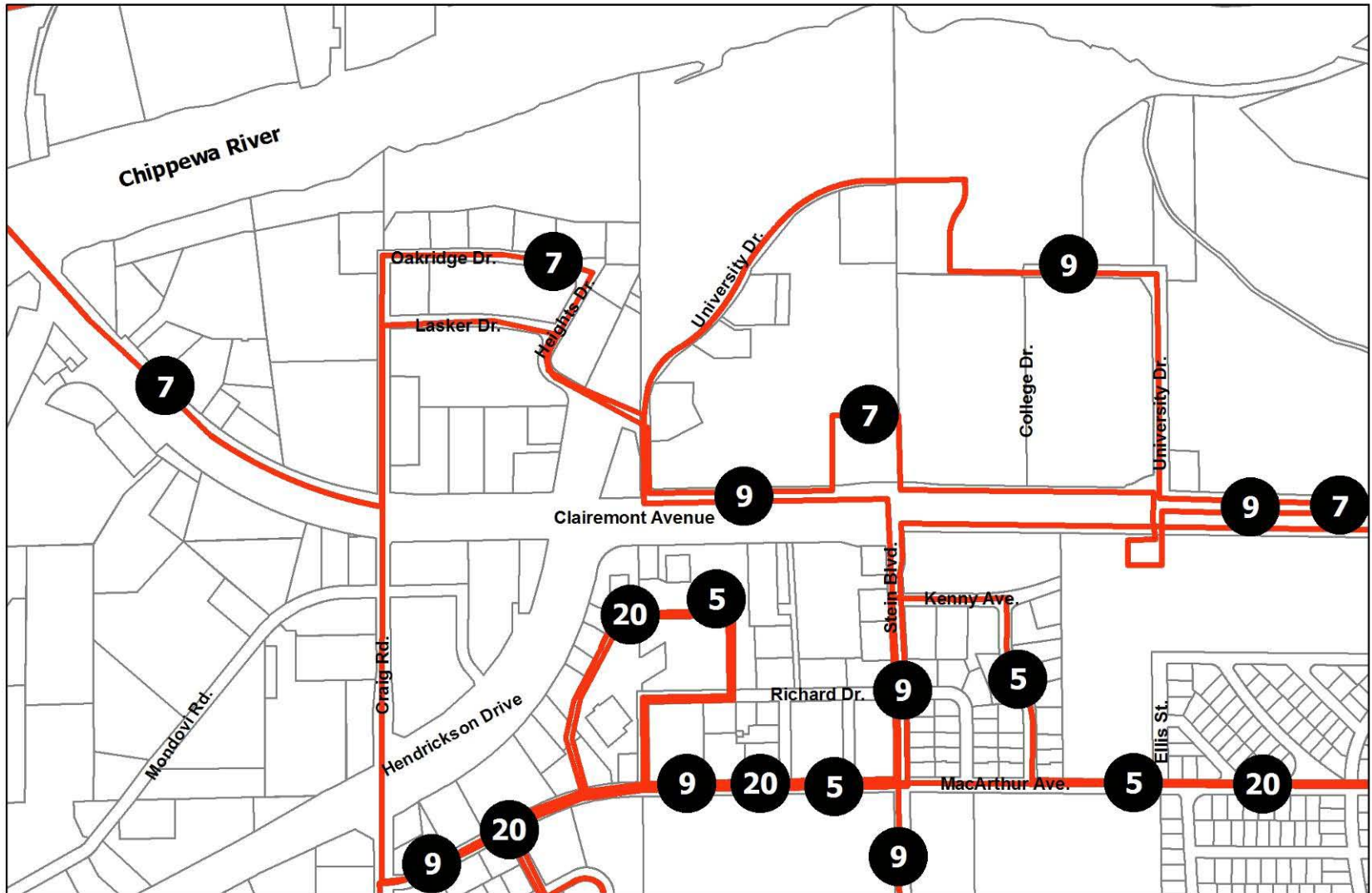
The Clairemont Avenue Medical and Educational District is well served by bus service from Eau Claire Transit, as illustrated by Figure 12, Bus Routes.

Route 9 operates on 20 minute intervals during the daytime and links to State Street, Water Street and downtown.

Route 7 operates on 60 minute intervals during the daytime and provides service across the river to Menomonie Street, Water Street, downtown and Altoona.

Normal fares are \$1.25. Students may purchase an unlimited ride pass for \$40 per month.





### Clairemont Avenue Medical-Educational District Plan

#### Legend

9 Bus Routes

Figure 12  
Bus Routes

0 250 500 1,000  
Feet

## Pedestrian and Bicyclist Circulation

An asphalt bicycle and pedestrian path was constructed in 2008 by the Wisconsin Department of Transportation along the north side of Clairemont Avenue (US Highway 12) through the length of the district and extending east to Hastings Way. A multiple-use path was also built from the roundabout on Hendrickson Drive to the path on the north side of Clairemont Avenue.

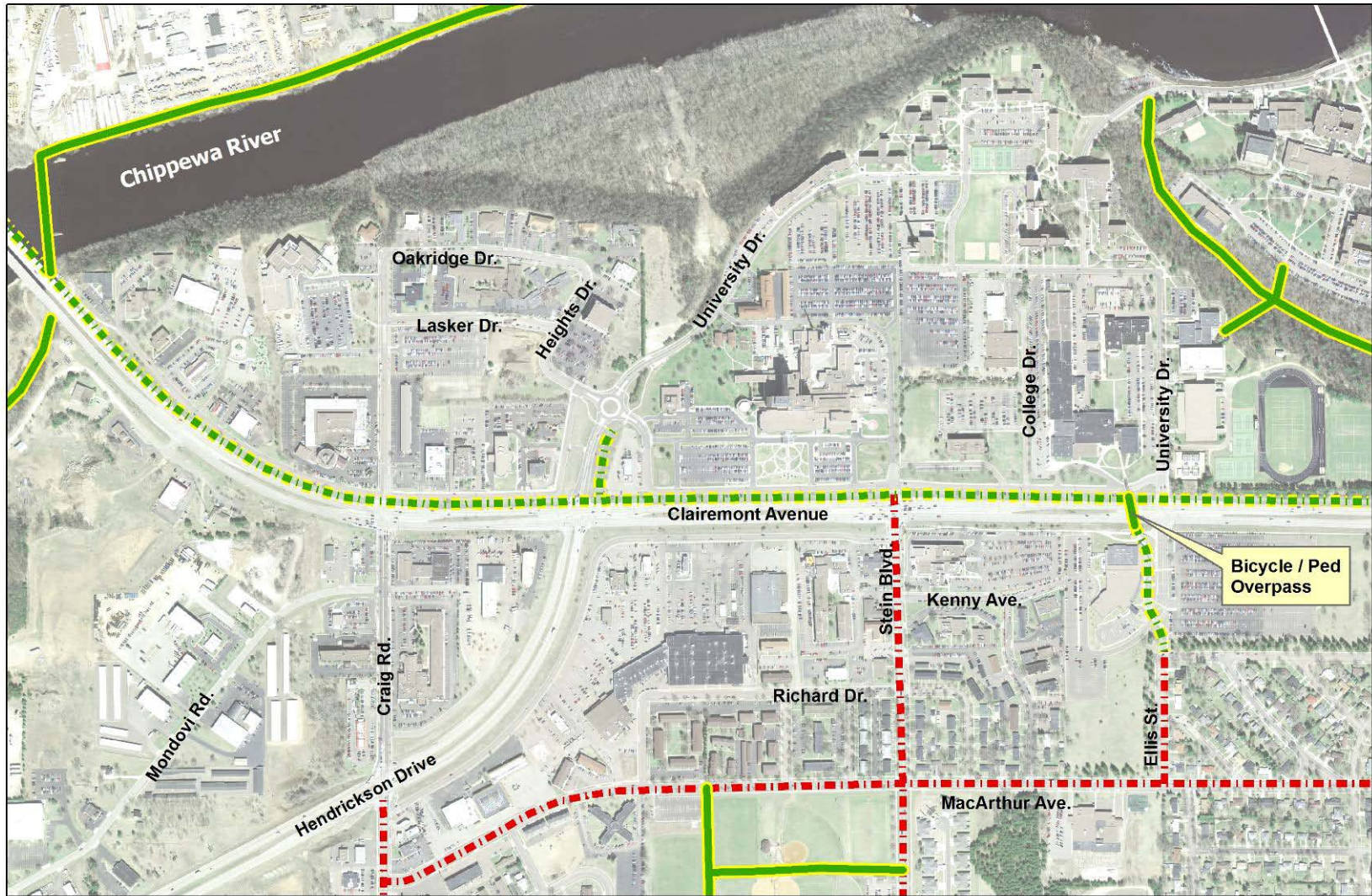
Another significant bicycling and walking feature of the district is the bridge over Clairemont Avenue at University Drive East.

There is also an unpaved (crushed stone) trail in the Putnam Park valley extending to the arboretum entrance along the Chippewa River. Within the arboretum, there is a path for walking.

A portion of the Red Cedar State Trail runs through the study area, crossing the Chippewa River on an abandoned railroad bridge near the Clairemont Avenue river bridge. That trail has a connection south along the Chippewa River and links north to the trailhead in Phoenix Park at the confluence of the Chippewa and Eau Claire Rivers.

On-street bicycling lanes are planned along the following streets, according to the draft *Eau Claire Bicycle Facilities Plan*:

- From the pedestrian-bicyclist bridge over Clairemont Avenue through the CVTC property to Ellis Street and south of Hamilton Avenue
- Across Clairemont Avenue at Hendrickson Drive.
- Stein Boulevard from Clairemont Avenue to Grover Road



**Clairemont Avenue  
Medical-Educational  
District Plan**

**Legend**

- - - Proposed Off-Street Bicycle / Ped Facility
- Existing Off-Street Bicycle / Ped Facility
- - - Proposed Bicycle Lane

Figure 13  
Existing and Planned  
Bicycling Facilities

0 255 510 1,020  
Feet

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## Summary of Needs and Opportunities

This section summarizes findings from the previous pages and discussions held among the landowners and City staff.

Figure 14 graphically summarizes and locates some of the following ideas.

### District Identity and Access

**Districts:** A fundamental question for the design of potential streetscape improvements in the district is whether the area should be portrayed as:

- A single district
- Several distinct districts or
- A district with sub-districts?

Presently, the visual identity, edges, entrances, approach routes and functions of the district are unclear, particularly in the case of the university.

It would seem beneficial to take the approach that this is a single district that encompasses sub-districts. There are benefits to expressing arrival at the “Eau Claire Medical and Educational District” while directing users to the several major destinations.

The recommended sub-districts are:

- The university
- The technical college
- The hospital
- The clinics
- The retail area south of Clairemont Avenue.

However, Middelfort Clinic is located south of Clairemont Avenue, apart from the main group, which is at the western end of the district. Also, part of CVTC is located south of Clairemont Avenue. The state office building does not fit neatly into any of those categories.

Thus, streetscape improvements along Clairemont Avenue should announce arrival to the district and highlight the major entrances or “gateways.”

This framework could influence how design elements such as streetscape improvements are handled.

**Visual Expression of the District:** Presently, the district and its sub-areas lack the man-made or natural features that readily communicate the mission, role or function of the district. The area does not immediately “read” as “medical district” or “major college campus,” particularly along Clairemont Avenue.

The urban environment should more strongly express the themes of wellness and growth espoused by the hospital, clinics and colleges.

In addition, there is little or no sense of arrival or entry along Clairemont Avenue nor along Craig

Road, Hendrickson Drive, Stein Boulevard or University Drive. There is no sense of being within the district compared to being outside.

Such communication would aid the mission and competitive position of each major institution and the medical clinics.

**Entry Points and Approach Routes:** The principal arrival roads are Hendrickson Drive (Wisconsin 37) and Clairemont Avenue (US 12). From Clairemont Avenue, there are four entries to the district, each with a traffic signal:

- University Avenue (a public road to the north but an unnamed private driveway to the south)
- Stein Boulevard (a public street to the south but a private drive to the north),
- Hendrickson Drive (which leads to University Drive, a private road in that part of the district)
- Craig Road.

It is not clear to visitors where they should turn from Clairemont Avenue to access the various institutions; access to the University is most unclear. Signage, landscaping or lighting could be improved to help in this regard.

The frontage road intersection along Clairemont Avenue down the hill from Craig Road is not considered a major entrance to the district. It is not presently signalized nor does WisDOT have plans to add a signal there.

The roundabout on Hendrickson Drive serves or could serve as an identifiable western entrance to the University. However, many visitors also are destined for the McPhee Physical Education Center

on the eastern side of the district. Thus, the eastern leg of University Drive serves as an entrance to both the university and the technical college.

## Road System

**East-West Movement:** The major problem with the road system east of Hendrickson Drive is that the roads parallel to Clairemont Avenue (the frontage roads) are aligned too closely to Clairemont Avenue. Thus, their intersections with the north-south road are too close to Clairemont Avenue, making it difficult for traffic on the frontage roads to safely access the north-south roads during all but the most low-volume situations.

Compounding this problem is that there are no other continuous east-west roads east of Hendrickson Drive.

West of Hendrickson Drive, the frontage road has been pulled back to Heights Drive and the roundabout, greatly improving movement there.

Possible solutions include:

- Link the two segments of University Drive.
- Link the eastern segment of University Drive to Stein Boulevard.

The latter option would probably have the most benefit with the least cost. The University-Stein loop would probably be sufficient to diminish the traffic stacking problem at the frontage road intersections.

Linking the two segments of University Drive (with an intersection at Stein Boulevard) would provide the greatest movement but would disrupt, divide and reduce the property and parking of the hospital.

However, Stein Boulevard north of Clairemont Avenue is not a public street but is owned by the hospital. Thus, to plan it as a way into other properties would require that it either be given or sold to the City either in fee or as an access easement.

**College Drive:** Another shortcoming is that College Drive does not link to University Drive except through the parking lot of the technical college, which is not acceptable. College Drive is also a private street owned by the technical college.

**Eastern Frontage Road Changes:** If there were better east-west movement at a distance from Clairemont Avenue, some segments of the Clairemont Avenue northern frontage road could be abandoned or realigned.

- Part of the frontage road in front of the state office building could be abandoned.
- The frontage road intersection at Stein Avenue could be realigned to the north approximately 80 to 100 feet.
- Most of the frontage road west of Hendrickson Drive could be abandoned. Businesses using that road could have new access from the proposed new public road on their northern sides.

It should be studied whether part of the frontage road in front of the hospital could be removed while

decreasing the amount of traffic that uses the hospital entrance drive as a short-cut between Hendrickson Drive and Stein Boulevard. Such cut-through traffic has become an increasing problem for the hospital.

The presence of a wide frontage road does not help the appearance of the hospital, which has invested heavily landscaping east of its main entrance. At a minimum, the frontage road might be narrowed and landscaped.

**South of Clairemont Drive:** A long-term solution to the frontage road problem at Stein Boulevard might involve detaching the frontage road after removing two businesses along the west side of Stein Boulevard.

**West of Hendrickson Drive:** The clinics area would benefit from a new public road between the roundabout and Clairemont Avenue at the Pizza Hut restaurant. This road could provide access to a proposed parking structure south of Marshfield Clinic, supplant the need for the frontage road and allow Lasker Drive to be eliminated, increasing land for infill development.

## Parking

Parking consumes a large proportion of the land area in the district, uses land that could be put to more productive use and detracts from appearances.

**East:** The plan should consider creating one or more parking structures near the center of the university-hospital-college area. That structure or structures could be shared by two or more users. While costly, structured parking could alleviate a long-term land shortage in that part of the district and address the other problems listed above. The university could benefit by gaining space for both buildings and green open space. The hospital could gain land for growth that was lost through land sales in the past.

**West:** Marshfield Clinic plans to add a two-level parking structure south of its building, replacing the surface parking lot. Access could be via a future east-west public street in that vicinity.

## Buildings and Green Space

Overall, the district could be more intensively used while green space could be improved. The district environment is presently dominated by surface parking while the major institutions each need more land for long-term growth. The riverfront is a major green opportunity but access to it is very poor. Streets sometimes lack greenery.

**Hospital:** The hospital has general plans to add two or more clinic buildings near University Drive, replacing the existing day clinic and green open

space. No other long-term expansion plans have been identified.

**University:** The university would benefit from a large and more well defined green space serving its dormitories.

The hospital parking and chain link fence directly across the street from Chancellor's Hall is very harmful to the environment of that otherwise very attractive building.

The university's maintenance building and power plant intrude on the dormitory atmosphere although moving either of them seems infeasible.

Long-term dormitory growth in this area is not presently planned but is also not out of the question. The upcoming campus master plan may help answer that question.

**Technical College:** Some of the programs and their facilities that occupy the northern end of the technical college may be relocated.

A dormitory building could possibly be located east of the large parking area south of Clairemont Avenue or south of the medical education building.

**Clinics:** Structured parking and road system changes could open land for infill development between Craig Road and Heights Drive. .

**Putnam Park:** Better pedestrian access could be provided to the forested riverfront known as Putnam



Park by linking it to the medical and academic facilities.

### Streetscape, Signage and Landscaping

Improved landscaping, lighting and signage are needed to serve the following purposes:

- Announce arrival to the district.
- Indicate to the visitor where to turn from Clairemont to access a particular institution .
- Guide the user to the institution or sub-district from Clairemont Avenue.
- Identify and distinguish each institution or sub-district.
- Improve the walking environment.
- Improve the overall appearance of the district; soften the appearance of the parking lots.

**Interstate Highway 94:** Wayfinding signs to the district could begin on I-94 and lead drivers to Hendrickson Drive

**Hendrickson Drive:** This road is a major entry to Eau Claire and a link to I-94. Trees, lights and banners could be added near the approach to Clairemont Avenue to signal arrival to the district. A more rural design is appropriate close to I-94.

The roundabout could be used more effectively to draw users to the clinics, the hospital and the university.

A monument sign for the hospital located in the southwestern corner of the hospital property would be easily visible to drivers approaching Clairemont Avenue.

**Clairemont Avenue:** The appearance of this corridor could be softened and improved while announcing arrival at the district and entrances to the institutions.

**University Drive:** This road should readily appear to be part of the university campus

**Stein Boulevard and College Drive:** These streets could assume a more prominent role in guiding users to and from the hospital and university.

**Craig Road, Lasker Drive and Heights Drive:** The appearance of these roads could be improved along with the sidewalk system.

### Pedestrian and Bicyclist Circulation

Throughout the district, people should be able to walk comfortably and safely. Walking should be an integral part of the wellness and growth theme of the district.

Sidewalks are lacking along many streets, and amenities such as trees could be added to others.

Many students wish to walk to the retail center south of Clairemont Avenue but the route along Stein Boulevard, College Drive or the frontage road is not favorable and crossing that federal highway is challenging.



## The District Plan

The Clairemont Medical and Educational District Plan is presented in three sections: objectives, a master plan and sub-district details.

### Objectives of the District Plan

**Identity:** Improve the awareness of District users and the general public that this is a distinct part of Eau Claire focused on mind and body wellness.

**Image:** Enhance the appearance of the District in ways that support its identity.

**Access and Circulation:** Improve overall access, ease of use, and traffic circulation coming to and from the District.

**Parking:** Reduce the impact of surface parking by softening its appearance and/or reducing available surface spaces.

**Pedestrian and Bicyclist Circulation:** Promote walking and bicycling as attractive options for commuting and wellness.

**Land Development:** Create locations for new and expanded buildings in the District.

**Parks and Open Space:** Make public park space a more visible and accessible element of the District.

## Master Plan

The District Master Plan includes the following features.

### Road System

The road system plan proposes several improvements that address the District objectives:

**New Road in the Clinics Area:** Build a new east-west public road linking the Hendrickson Drive roundabout, Heights Drive, Craig Road and the western Clairemont Avenue frontage road next to the Pizza Hut restaurant.

This new road would improve access to the Marshfield Clinic and its parking while providing rear access to the several businesses that face onto Clairemont Avenue or its frontage road.

Most of the Clairemont Avenue frontage road could then be vacated, which would remove the geometric (stacking) problem at Craig Road.

Other benefits would include a more understandable route through this sub-district and a secondary access/egress for the proposed Marshfield Clinic parking structure.

Reconfigure the access and parking along the northern side of those sites that lose frontage road access.

**Lasker Drive:** Vacate Lasker Drive after the proposed new east-west street is built, thereby opening land for development. Apply the name Lasker Drive to the new street proposed above.

**Hospital Access:** Redesign the access and internal circulation between Hendrickson Drive and the front entrance to Sacred Heart Hospital. These changes would clarify access to the planned clinic building, direct visitors to parking via the frontage road, and discourage cut-through movement between Hendrickson Drive and Stein Boulevard via the hospital drop-off and pick-up area.

**Stein Boulevard:** Improve Stein Boulevard north of Clairemont Avenue, connect it to the east at two points and deed it to the City as a public street. Link Stein Boulevard to University Drive via a roundabout near the University's power plant.

Extend a private road north from the roundabout to link University Drive West to Stein Boulevard.

Create a new public road between Stein and College Drive north of the State office building.

This combined project would draw traffic to the signalized intersection at Stein and Clairemont and reduce the frontage road intersection problem at University Drive and Clairemont Avenue.

Hospital administrators are concerned that these changes may increase traffic on Stein Boulevard to the point that emergency access may be compromised.

**College Drive:** Connect College Drive to University Drive East. Connect the Technical College parking lot to College Drive at two points.

**Northern Frontage Roads:** Once the projects described above are accomplished, two changes would be possible to the northern frontage road system east of Hendrickson Drive.

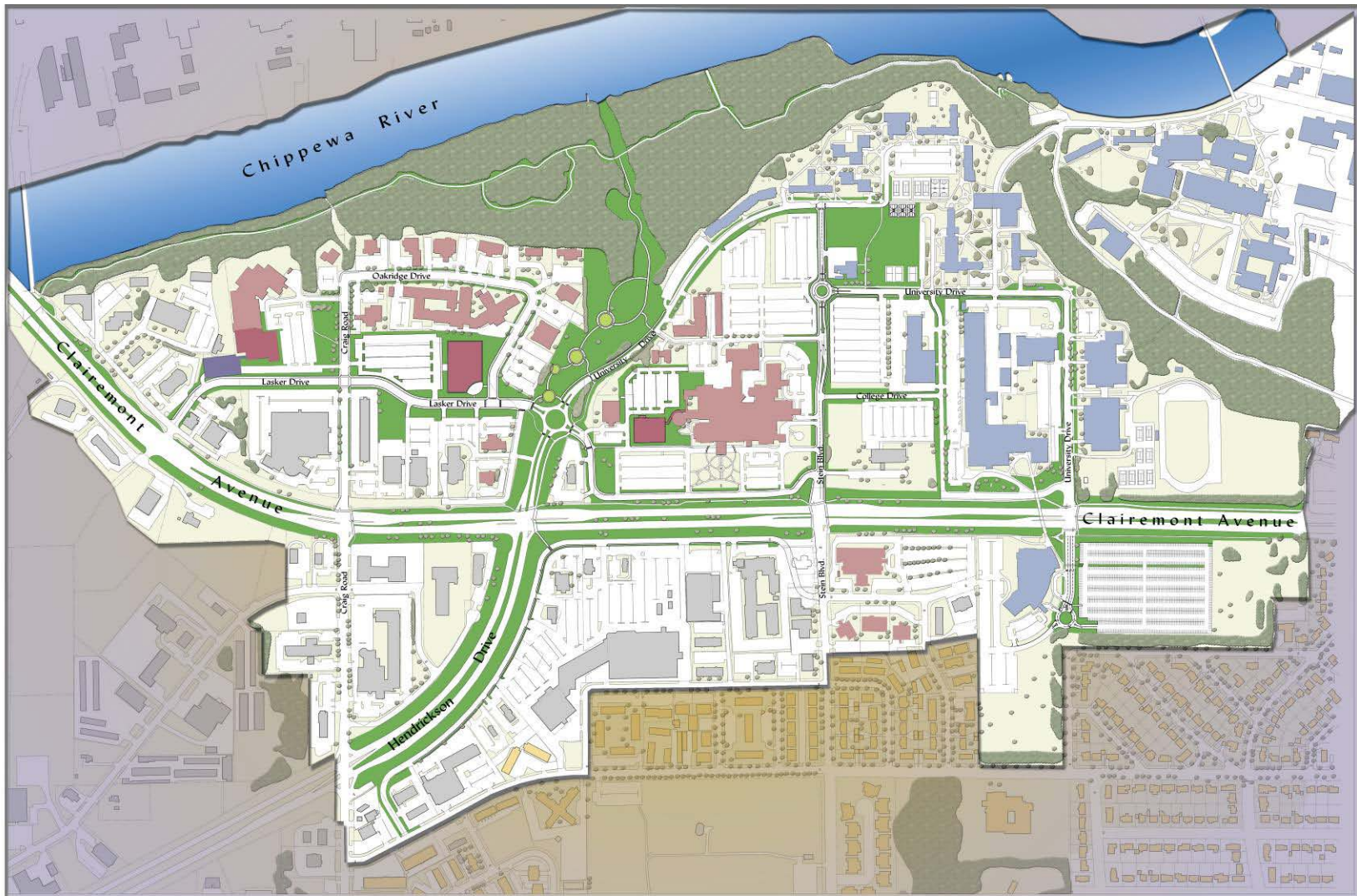
1. Detach (pull north) the frontage road intersections at Stein Boulevard.
2. Vacate the frontage road between the Technical College and Stein Boulevard. Access to the parking in front of the State office building would be via a driveway from Stein Boulevard.
3. Narrow the frontage road south of the hospital.

The changes described above would provide a benefit by reducing the problems created by the frontage roads meeting the north-south streets too close to Clairemont Avenue. Traffic would be shifted away from the frontage roads to other east-west streets, and one frontage road intersection at Stein Boulevard would be moved to the north.

**Southern Frontage Road:** Over the long term, realign and detach the southern frontage road on the west side of Stein Boulevard. Redevelop land to accommodate this vital improvement.

**University Campus:** Remove the north-south road east of the power plant. Shift access to existing parking for the plant west to the proposed new road.

**Technical College Southern Parking:** Relocate to the proposed roundabout the entrance to the parking lot that is located south of Clairemont Avenue.



# Clairemont Avenue Medical-Educational District Master Plan

- Existing Residential Neighborhood
- Existing Educational College & University
- Proposed Streetscape & Openspace Framework
- Existing Office & Commercial Business
- Proposed Hospital & Medical Building Infill
- Existing Openspace & Natural Areas
- Existing Hospital & Medical Clinic Business
- Proposed Parking Structure Building Infill

Figure 14  
District Master Plan

0 250 500 1,000 Feet

## Parking

**Marshfield Clinic:** This clinic may add a multiple-level parking structure with entries on the east and west sides (the top and bottom of the bluff). Additional parking may be created in the vacated Lasker Drive right-of-way.

**University of Wisconsin:** The University may build a parking structure somewhere along the east-west segment of University Drive East. That structure may be set both below and above grade, possibly with a tunnel to the Lower Campus if the location allows.

**Sacred Heart Hospital:** Forge an agreement between the hospital and the university to shrink the parking lot opposite Chancellor's Hall to allow more green space and landscaping in front of the dormitory. Reconfigure the hospital's northern parking for greater efficiency (net gain of spaces).

## Transit

Enhance bus access to and through the District by improving connections among the streets, specifically:

- Stein Boulevard N. as a public street
- Stein Boulevard linked to University Drive West and East
- A new Lasker Drive linked to Craig Road and Clairemont Avenue.

A basic design objective is to create more of a district of urban-sized blocks, which facilitates walking and vehicular circulation.

## Building Infill Development and Redevelopment

A major objective of this plan is to enable continuous and sustained real estate investment throughout the District. Because the study area contains one of the largest concentrations of employment and innovation in the city and the region, economic development can be supported through growth in this location. In addition, the businesses and institutions of the District have major investments in their facilities which would be protected by the ability to expand in place.

The proposals of this plan should be considered an initial phase of growth and a framework for future additions. Additional development ideas are presented on page 59, Guidelines for Longer-Term Growth.

Immediately-proposed developments are:

**Clinics Area:** Marshfield Clinic has plans to expand its present building and add a parking structure.

Parking and road changes in the clinics sub-district may allow the construction of another building near the intersection of Lasker and Heights Drives. The vacated Lasker Drive right-of-way could also be used for a new building and parking.

**Hospital:** Sacred Heart Hospital is contemplating one or more clinic buildings west of its main complex. Access would be via the roundabout and frontage road.

## Streetscape and Open Space Framework

The study area may be conceived and designed as two sub-districts, Medical and Educational, with a unifying theme and minor variations for the sub-districts. Figure 15 illustrates the sub-districts.

Figure 16, Streetscape and Open Space Framework, presents a district-wide plan that would improve the appearance of the district, bolster its image as a distinctive place, improve circulation and guide users.

Proposed is a network of street-edge improvements along the major streets of the District plus two new parks that supplement the current open spaces.

The proposed level of streetscape improvements are judged to be commensurate with the role of the District as the Medical and Educational hub of western Wisconsin and a major location of brainpower jobs in Eau Claire.

**Emphasis Areas:** The streetscape and entrance enhancements are organized as follows, each with a slightly different application of an overall theme.

- The regional access roads
- The medical sub-district
- The educational sub-district
- The sub-district entrances.

**Streets Enhanced:** The streets proposed for improvement in this system are (in order of priority):

1. North Hendrickson Drive and the roundabout
2. Stein Boulevard North, University Drive West and East, the new Lasker Drive, and Craig Road
3. Heights and Oakridge Drives, College Drive, the north frontage road of Clairemont Avenue.

## 4. Clairemont Avenue and Hendrickson Drive So.

**Thematic Elements:** Unifying elements of the streetscape and open space network would be:

- A District logotype and colors
- The dominant overstory tree species
- An ornamental pedestrian-scale light fixture
- A wayfinding sign system
- Banners (which include the district or university logo and are changed seasonally)
- Placement of large boulders, found in the Chippewa River valley region, along the road edges.

Table 2 on the following page lists the features of the streetscape framework by sub-district in order to show similarities and differences in the application of the design theme among the sub-districts.

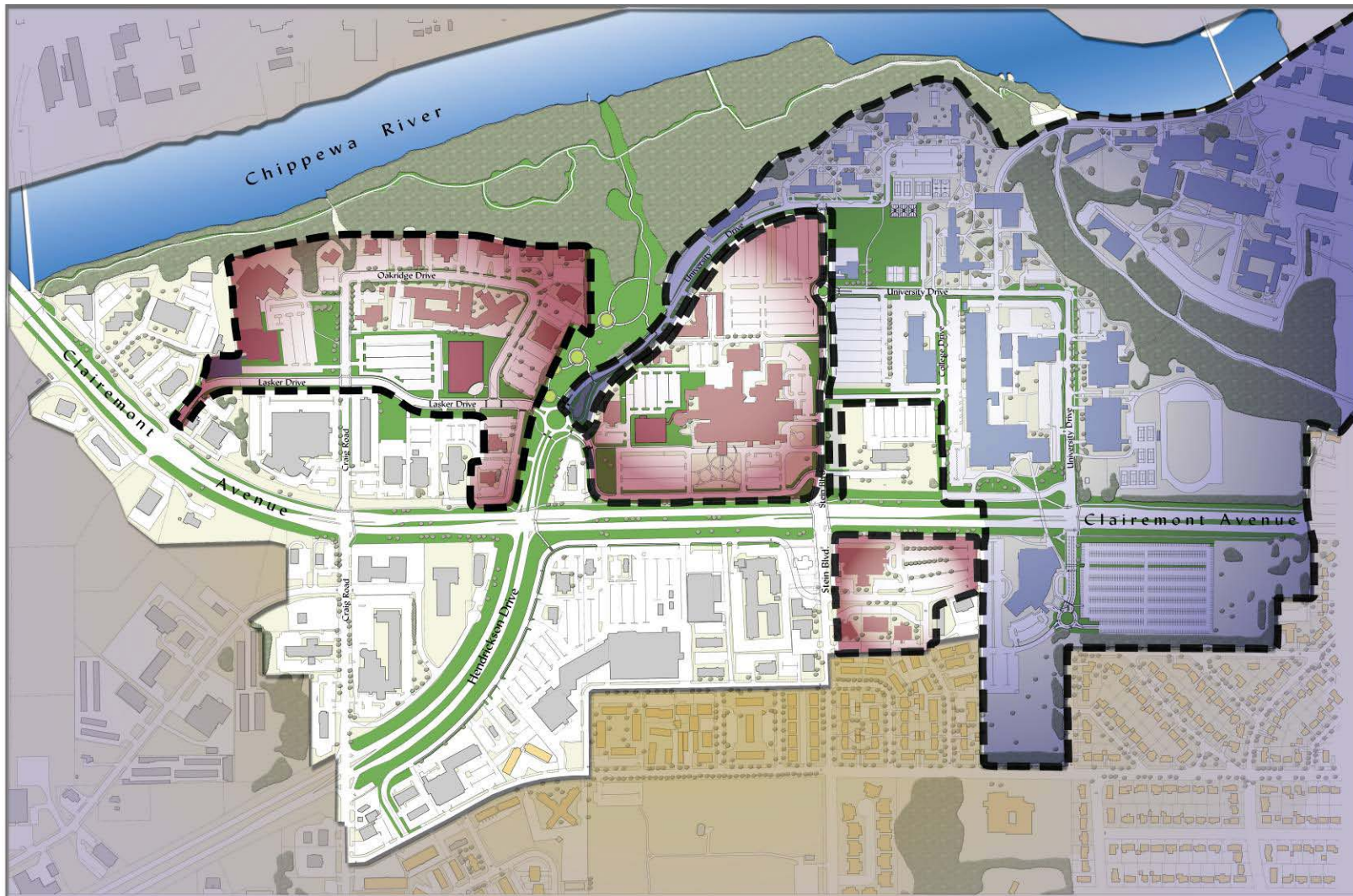
All of these preliminary landscaping, lighting and signage ideas will be refined during a subsequent stage of this collaborative planning process.

**Signs:** A comprehensive system of wayfinding and directional signs is proposed. Elements of the sign system should include:

- Highway directional signs
- Major monument or entrance signs
- Internal wayfinding signs.

See page 56 for further description of the sign guidelines.

**Parks:** A proposed new park would be River Bluff Park, located along University Drive West. See page 58 for further description of the park and open space guidelines.



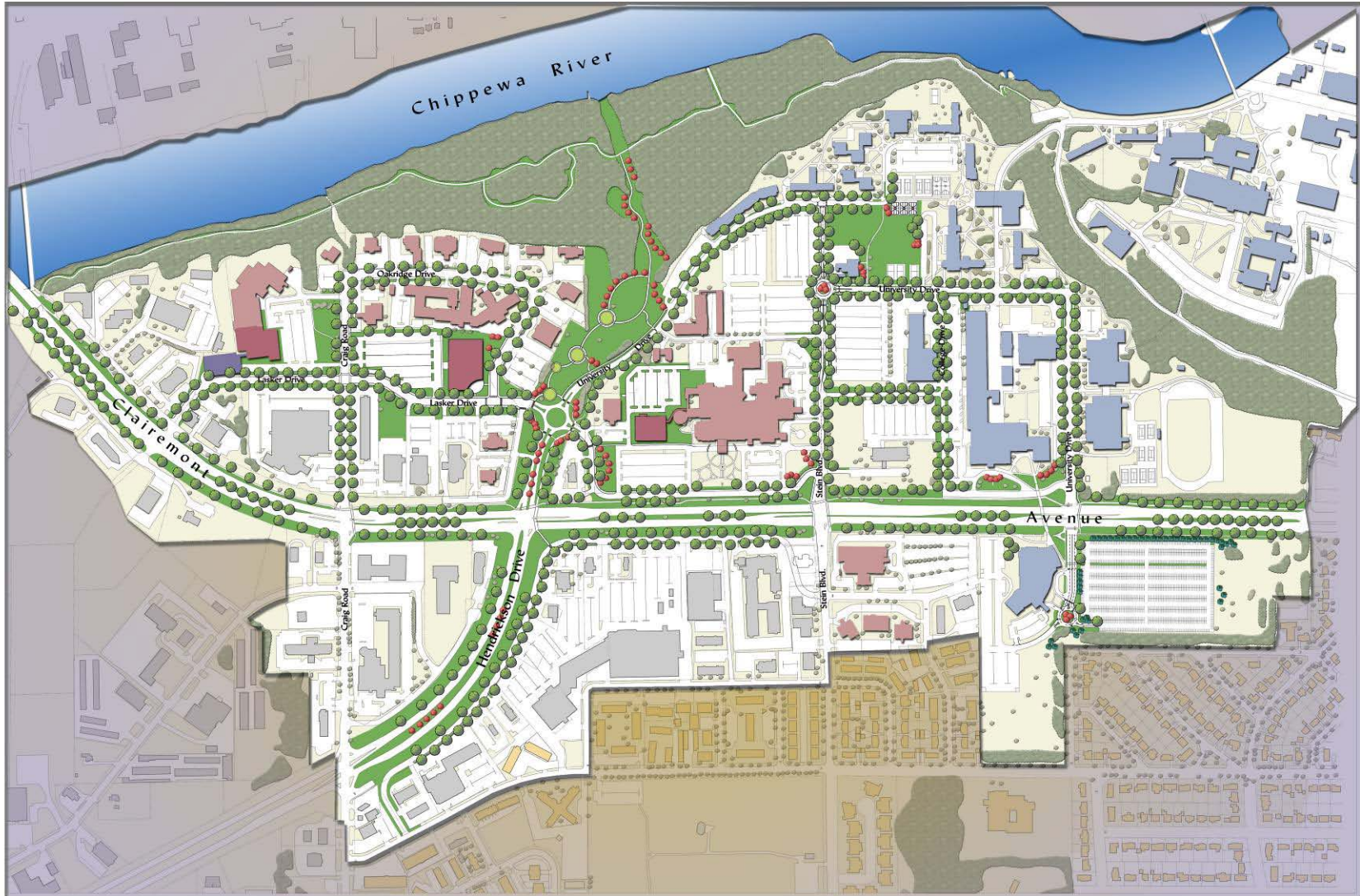
# Clairemont Avenue Medical-Educational District Master Plan

■ Medical Sub-District Areas    ■ Educational Sub-District Areas

Figure 15  
Educational and Medical Sub-Districts

0 250 500 1,000  
Feet





**Clairemont Avenue  
Medical-Educational  
District Master Plan**

Figure 16  
Streetscape and Open Space Framework

0 250 500 1,000  
Feet

Table 3  
Streetscape Guidelines by Emphasis Areas

	<b>Regional Access Roads</b>	<b>Medical Sub-District</b>	<b>Educational Sub-District</b>	<b>Entrance Areas</b>
<b>Locations</b>	Clairemont Avenue Hendrickson Drive So.	Lasker Drive Craig Road Heights Drive Oakridge Drive Hospital frontage road	University Drive W & E Stein Boulevard N College Drive	Hendrickson N. & roundabout Lasker Drive at Heights Drive Lasker Drive at Craig Road University Drive West Hospital SW Hospital SE CVTC administration University Drive E CVTC roundabout
<b>Street widths</b>	Main lines: no changes. Frontage roads: 28'	Two lanes. Left- or right-turn lanes at critical intersections.	Two lanes. Left- or right-turn lanes at critical intersections.	Not applicable.
<b>Overstory Trees</b>	Between highway and frontage roads. Outside frontage roads between Hendrickson and Stein. In medians.	Behind the sidewalk.	In boulevard (between curb and sidewalk).	
<b>Understory &amp; Ornamental Plantings</b>	In medians.	None.	None.	Medians. Add four-season color. Include annual flowers.
<b>Shrubs and Perennials</b>	South Hendrickson frontage roads. Clairemont frontage roads and median.	In line with trees.	In line with trees. Also, screen parking.	Roundabout, median and edges.
<b>Conifers</b>	None.	None.	None.	Between Clairemont Avenue and the CVTC parking area.
<b>Sidewalks</b>	South side of Clairemont Avenue. East side of South Hendrickson.	Concrete with decorative scoring. Behind boulevard. 8 feet wide.	Concrete with decorative scoring. Behind boulevard. 5 or 6 feet wide.	None.

	<b>Regional Access Roads</b>	<b>Medical Sub-District</b>	<b>Educational Sub-District</b>	<b>Entrance Areas</b>
<b>Boulevards</b>	Turf grass and overstory trees. Accent boulders.	Accent boulders in concrete sidewalk. 3 to 5 feet wide.	Turf grass with accent boulders	None.
<b>Lighting</b>	WisDOT fixtures.	Decorative, pedestrian scale. In boulevards.	Decorative, pedestrian scale. Behind sidewalks.	Onto monument signs. In median and behind paths along North Hendrickson.
<b>Street Furniture</b>	None.	Ornamental fences. Benches and trash receptacles.	Ornamental fences. Benches and trash receptacles.	None. North Hendrickson: smaller size.
<b>Banners</b>	On WisDOT fixtures. Larger size.	Seasonal with district logo. On light poles. Smaller size.	Seasonal with district or university logo. On light poles. Smaller size.	None.
<b>Monument Signs</b>	On private properties.	See "Entrance Areas"	See "Entrance Areas"	
<b>Wayfinding Signs</b>	WisDOT standards. Announce hospital, clinics, college and university.	Key locations. Style to be developed. With District logo.	Key locations. Style to be developed. Include district or university logo.	Style to be developed. Include District or university logo.
<b>Off-Street Bicycling or Walking Paths</b>	Along north side of Clairemont Avenue.	Walking paths in the proposed "River Bluff Park."	Throughout the university campus.	North Hendrickson Avenue.

### Streetscape Guidelines for Clairemont Avenue and Hendrickson Drive

Figure 17 presents plan and cross-section views of the proposed improvements which include:

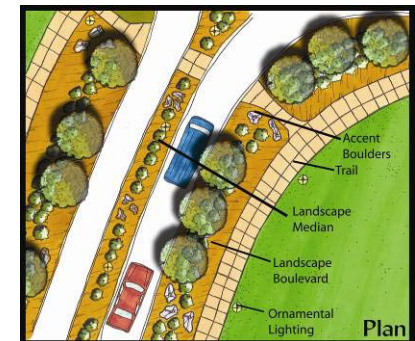
**Both Road Corridors:** Use overstory trees to frame these corridors while allowing views to the buildings, especially the retail center. Use ornamental (under story) trees, shrubs and tall grasses in the medians. Locate pedestrian-scale lights with larger banners near the sidewalk and bicycle path. WisDOT permission will, of course, be needed for these improvements.

**Hendrickson Drive North:** Use plantings, lighting and banners along Hendrickson Drive north of Clairemont Avenue and at the roundabout to announce a major entry to the University, the clinics and the hospital. These improvements are also intended to draw the attention of visitors to the entry decision point at the roundabout.

**Hendrickson Approach from I-94:** Between I-94 and Craig Road, continue with the present level of landscaping and lighting. Between Craig Road and Clairemont Avenue, add landscaping and lighting to announce arrival.

**Clairemont Avenue along the Technical College Parking Area:** Create green space along the south side of Clairemont Avenue east of University Drive by reconfiguring the Technical College parking lot and adding a row of conifers to complement those on the north side of Clairemont Avenue and emphasize the sense of entry.

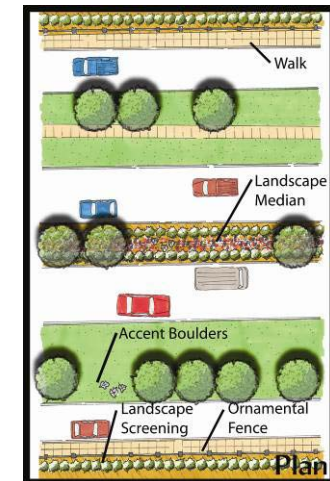
Hendrickson Drive  
North of  
Clairemont Avenue

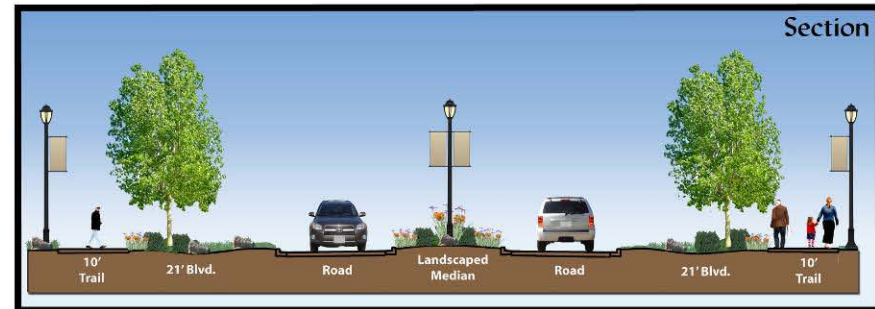


Hendrickson Drive South of  
Clairemont Avenue



Clairemont Avenue

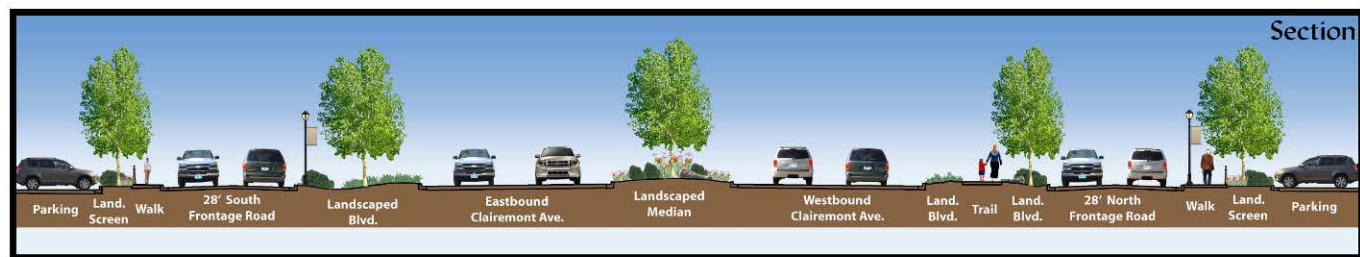




Hendrickson Drive North of Clairemont Avenue (Looking North)



Hendrickson Drive South of Clairemont Avenue (Looking North)



Clairemont Avenue (Looking West)

**Clairemont Avenue  
Medical-Educational  
District Master Plan**

Figure 17  
Streetscape Guidelines for  
Clairemont Avenue & Hendrickson Drive

### Streetscape Guidelines for the Medical Sub-District

Plan and cross-section views of the proposed improvements along Clairemont Avenue and Hendrickson Drive are presented by Figure 18. Both illustrate the following features.

**Streetscape Design:** Sidewalks in the Medical Sub-District are proposed to have a hard surface from the back to the curb to the planting strip that includes new trees. The three feet closest to the curb might mimic the grassy boulevard that is proposed in the Educational Sub-District but, instead, be made of cobbles, pavers or colored concrete.

Ornamental pedestrian-scale lights would be aligned in this hardscape boulevard at intervals of approximately 60 feet. Accent boulders could be periodically clustered in this setback to help distinguish it from the sidewalk and separate the pedestrians from the automobiles.

Seasonal banners should be used on light poles and, possibly, independent poles in the Hendrickson Drive median.

The walking space would be approximately 6 feet in width.

Adjacent parking lots should be separated from the sidewalk with a low screen of shrubs and perennials and, perhaps, an ornamental fence.

**Stein Boulevard.** The improvement of Stein Boulevard north of Clairemont Avenue as a public street is a major element of the District Plan. Stein

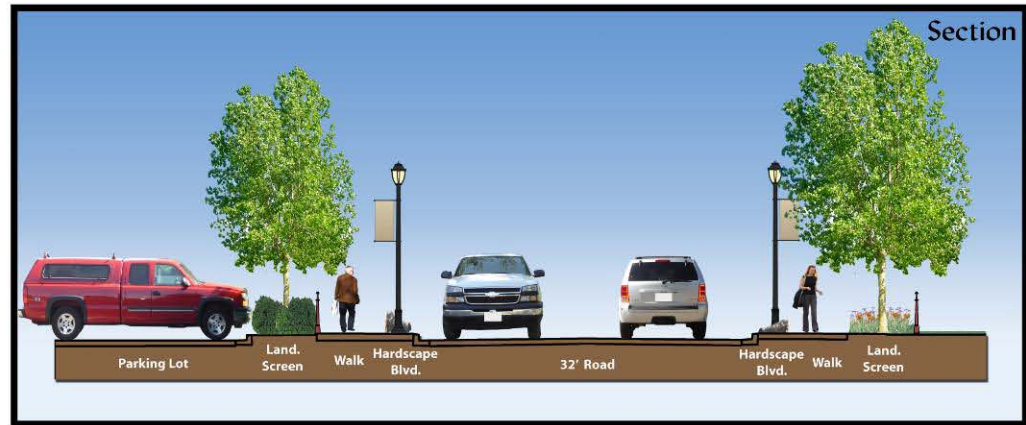
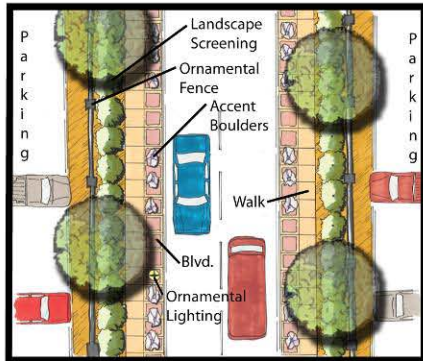
Boulevard will serve as an access point for both the hospital and, secondarily, the university. It already serves as one of the routes for students between the university and the retail center south of Clairemont Avenue. Improving the pedestrian and auto environments of Stein Boulevard will improve its function and image as a spine for the District.

Driving improvements include a northbound left-turn lane to the hospital parking, a roundabout intersection with University Avenue and a northerly link from the roundabout to University Drive West. The public segment of Stein Boulevard could end at the roundabout. The private campus road east of the power plant would be eliminated in exchange for the extension of Stein Boulevard.

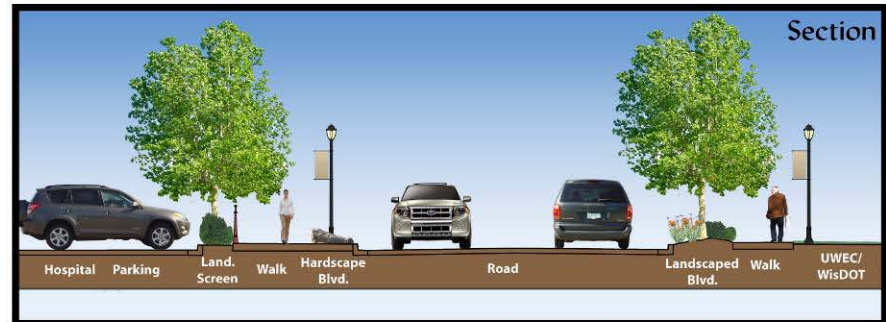
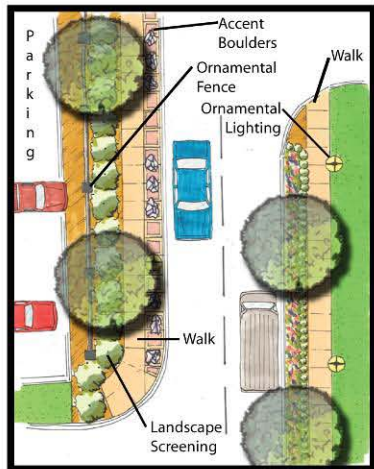
Administrators of Sacred Heart Hospital are concerned that additional trees and increased traffic near the hospital's heliport may conflict with the regulations of the Federal Aviation Administration.



Example of seasonal banners.



Typical Medical District Streetscape- Lasker Dr./Craig Dr./Oakridge Dr.



Stein Boulevard North of Clairemont (Looking North)

**Clairemont Avenue  
Medical-Educational  
District Master Plan**

Figure 18  
Streetscape Guidelines for  
Medical Sub-District Roads

## Streetscape Guidelines for the Educational Sub-District

Figure 19 presents plan and cross-section views of the proposed improvements for the Educational Sub-District, which include:

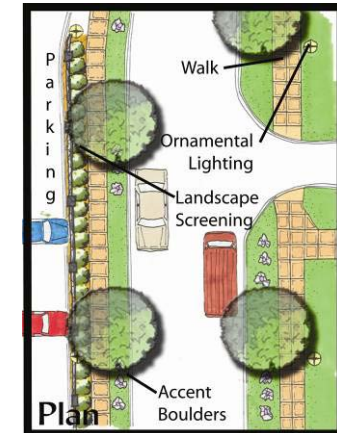
**Streetscape Design:** Streetscape improvements in the Educational Sub-District emphasize a green and walkable network of appropriately narrow streets that complement the grassy environment of the university campus. Trees, a turf boulevard and pedestrian lighting define the roads and protect the pedestrians along University and College Drives. Low plantings would soften the appearance of the adjacent parking areas.

Many streetscape improvements already exist along the roads in the Educational Sub-District, and they would be supplemented by the elements of this proposal.

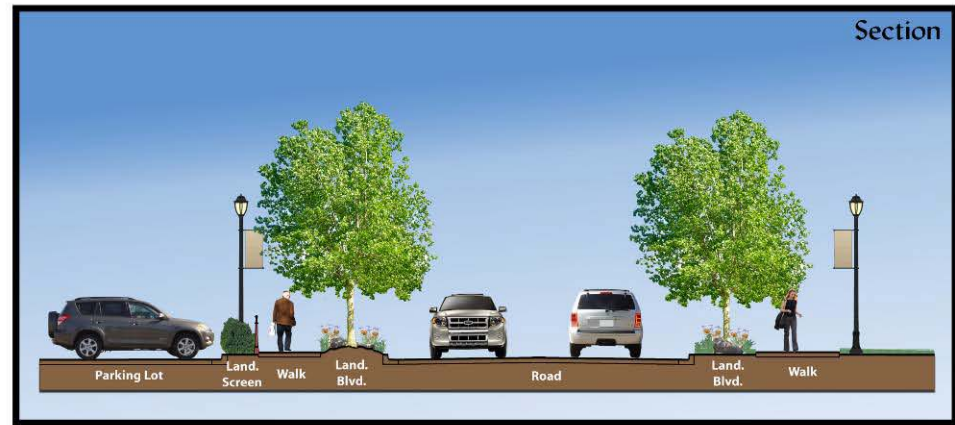
A new road is proposed to link the Stein roundabout to University Drive West.

**Technical College Parking:** Add bio-swales in the main parking lot south of Clairemont Avenue to filter runoff and improve appearances.

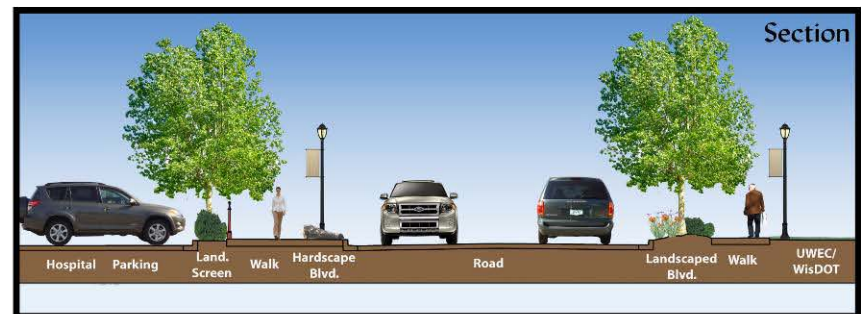
Educational Sub-District /  
University Drive







Typical Educational Streetscape- University Drive (Looking North)



Stein Boulevard North of Clairemont (Looking North)

**Clairemont Avenue  
Medical-Educational  
District Master Plan**

Figure 19  
Streetscape Guidelines for  
Educational Sub-District Roads

## Landscaping and Signage Guidelines for Entrance Locations

The principal entrances to the District from Clairemont Avenue (at Craig Road, Hendrickson Drive, the roundabout, Stein Boulevard and University Drive East) should be announced and highlighted by monument signs, wayfinding signs, colorful landscaping and lighting.

These nodes of visual interest will also serve to guide visitors along a route into sites not easily visible from the regional roads. Examples of progression would be the enhancement site at the corner of Lasker and Heights Drives or the proposed roundabout at the intersection of Stein Boulevard and University Drive.

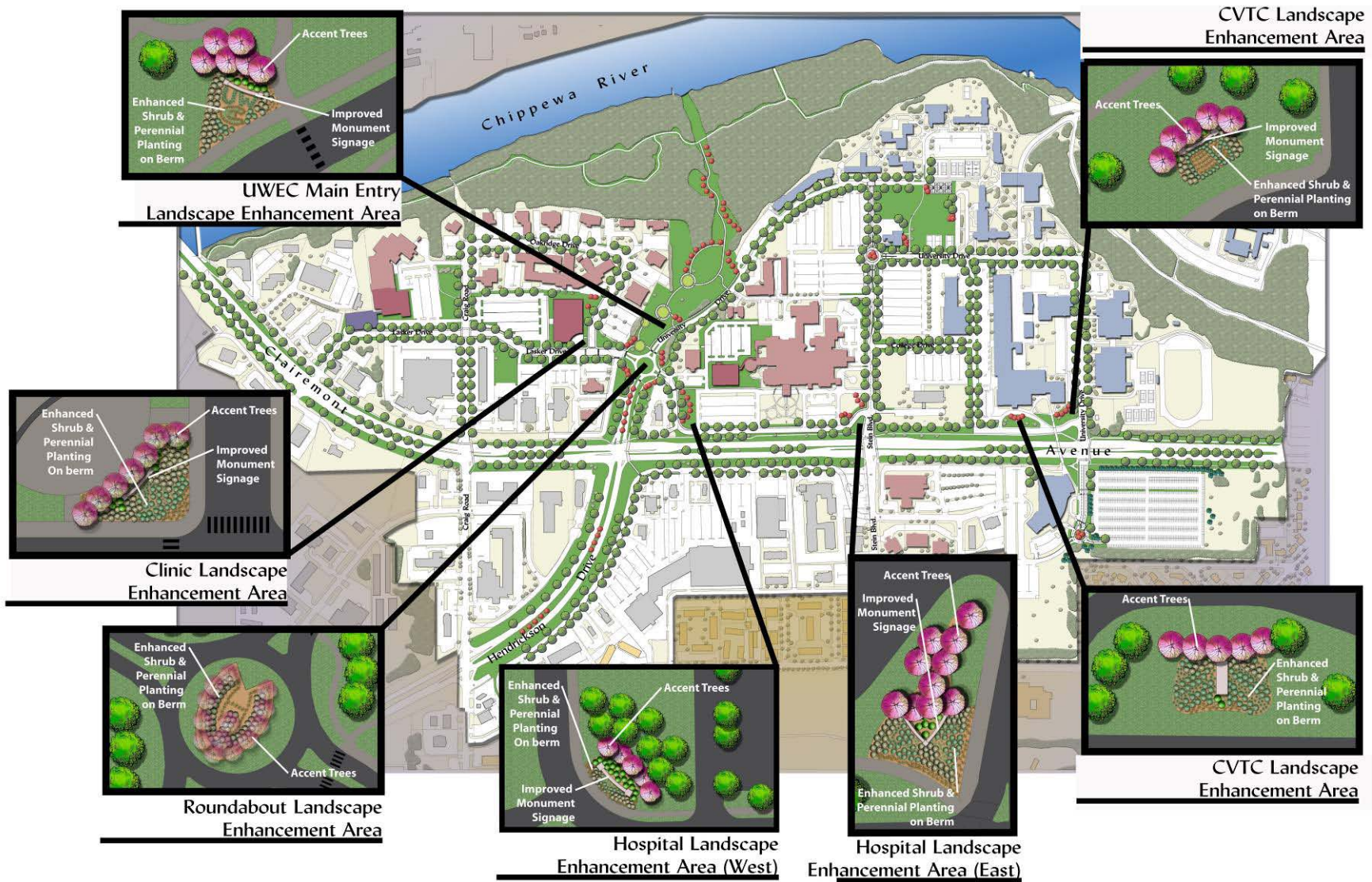
Each entrance enhancement location may include a monument sign (as described on the page 56 ), accent trees that provide seasonal color such as flowering crabapples or blue spruce, flowering perennials, annual flowers, low up-lighting and banners on poles



Example of a monument sign.



Example of a wayfinding sign.



# Clairemont Avenue Medical-Educational District Master Plan

Figure 20  
Landscape and Signage Guidelines  
for Entrance Locations

## Sign Guidelines

One of the major objectives of this plan is to help visitors and users recognize the presence of the institutions of the District and to efficiently find their way to them. This is especially important for the university and the western clinics since they have poor visibility from Clairemont Avenue.

**Highway Directional Signs:** Use standard WisDOT sign materials along:

- Westbound I-94 east of the US 53 interchange
- Eastbound I-94 west of the Wisconsin 37 interchange
- Eastbound US 12 east of the Chippewa River
- Westbound US 12 west of State Street

Use highway informational signs to direct visitors to:

- Sacred Heart Hospital
- The clinics (access via Hendrickson Drive then the roundabout)
- The University of Wisconsin – Eau Claire
- Chippewa Valley Technical College
- Midelfort Clinic

These signs will have to conform to the Manual on Uniform Traffic Control Devices which establishes the guidelines used by the Wisconsin Department of Transportation.

Representatives of Marshfield Clinic feel that an internally lit logotype sign on the northwestern wall of the Marshfield Clinic building would be helpful to visitors arriving along US 12 from the north side of the Chippewa River.

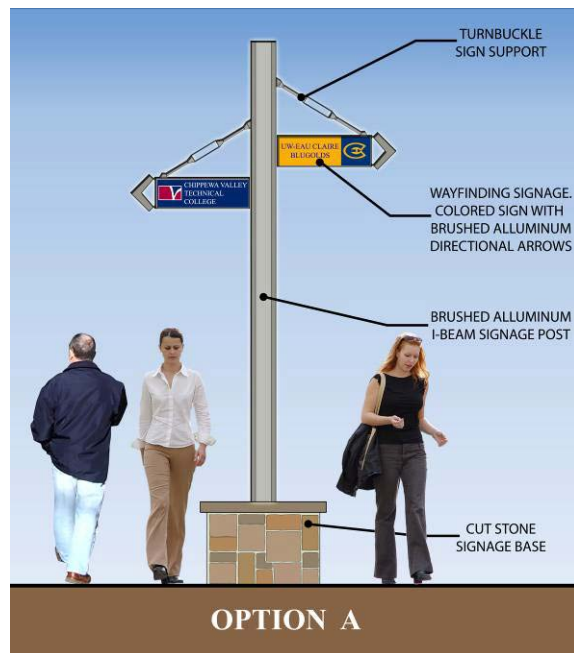
**Major Monument or Entrance Signs:** Monument signs should be used on private properties, particularly at corner locations, to identify the major institutions such as Sacred Heart Hospital, Marshfield Clinic, the University of Wisconsin and Chippewa Valley Technical College.

A monument sign, as the name implies, has a wide foundation on the ground and a relatively low sign height. They can be attractive landscape elements and are often accented with low plantings and lighting.

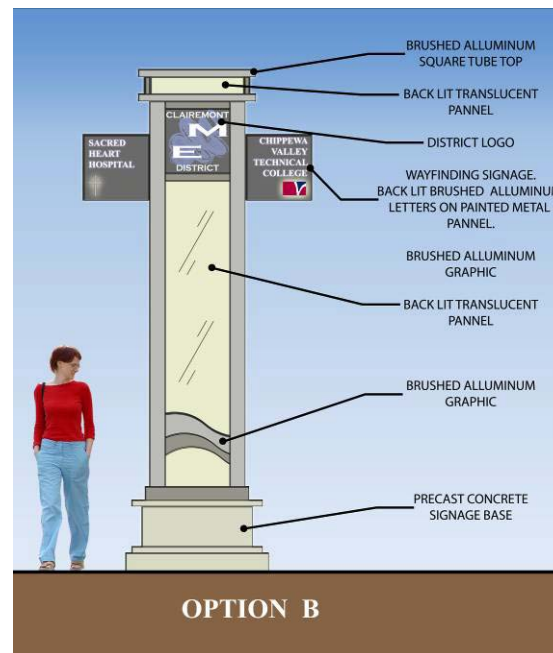
Monument signs with landscaping should be used at the following locations (refer also to Figure 20):

- **The Western Clinics:** At the northwest corner of the relocated Lasker Drive and Heights Drive.
- **University of Wisconsin Main Entrance:** The progression of wayfinding to the Upper Campus would be from the signs along I-94 and Clairemont Avenue to an upgraded Hendrickson Drive, the enhanced roundabout and then the entry monument along University Drive.
- **Sacred Heart Hospital - Southwest:** The northeast corner of Clairemont Avenue and Hendrickson Drive (east of the frontage road and visible from the intersection of those two major roads).
- **Sacred Heart Hospital - Southeast:** The northwest corner of the intersection of Clairemont Avenue and Stein Boulevard.
- **Technical College and University:** The northwest corner of Clairemont Avenue and University Drive.

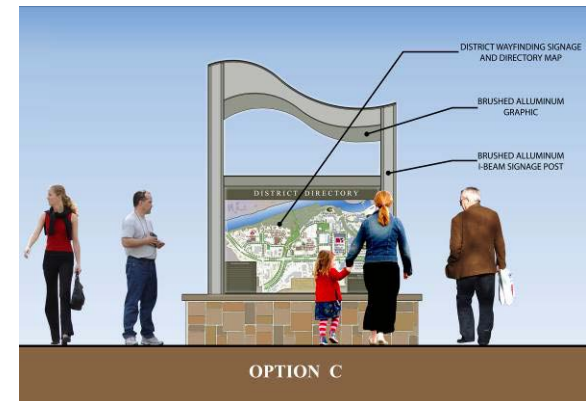
**Internal Street Wayfinding Signs:** Design and install a wayfinding sign system along the major roads in the District such as Hendrickson Drive, University Drive, Stein Boulevard and the new Lasker Drive. Three conceptual designs for wayfinding signs are shown below. .



Use of materials and hardware reminiscent of the early railroad bridges over the Chippewa River in Eau Claire.



Use of contemporary materials and styling.



District map with design elements used in the selected and refined wayfinding sign system.

Figure 21  
Conceptual Design for an Internal Wayfinding Sign System

## Parks and Open Space

**River Bluff Park:** Create River Bluff Park by improving the existing City park land and integrating it with Putnam Prairie Park on the property at the top of the bluff controlled by the Putnam Park Commission. Coordinate and unify the design of these two adjacent park sites.

Collaborate with the Putnam Park Commission on improvements to the property for which they have responsibility.

**Campus Quadrangle:** Improve the quality of the green quadrangle on the Upper Campus by eliminating the road that runs east of the power plant.

The two new park spaces proposed above would complement the green spaces that already exist in the District: the hospital's healing garden, located opposite its main entrance, the green space associated with the Marshfield Clinic, the extensive university campus green spaces, and sprawling Putnam Park.

## Sidewalks and Bicycle Paths

**Sidewalk Network:** Build the network of sidewalks and bicycling paths illustrated by the District Master Plan and the streetscape guidelines. Install concrete sidewalks along both sides of all public streets (with a few exceptions).

**Stein Boulevard:** Greatly improve Stein Boulevard north of Clairemont Avenue for pedestrian movement between the University or Technical College and the shopping center. Ensure that WisDOT properly maintains the pedestrian striping across Clairemont Avenue. Request that WisDOT adds count-down timers.

**Clairemont Avenue:** Install a sidewalk along the south side of the southern frontage road from Stein Boulevard to Starbucks Coffee.

Consider building a pedestrian walkway under or over Clairemont Avenue at Hendrickson Drive in the future.

**Links to River Bluff Park:** Connect the planned River Bluff Park to the hospital via two striped pedestrian crossings of University Drive and to the western clinics via a sidewalk along the relocated Lasker Drive. Install a sidewalk along the west side of University and Hendrickson Drives. Wind a walking path down the slope to the riverfront hiking trail, which links to the bicycling and walking bridge over the Chippewa River as well as to the Chippewa River State Trail.



The sidewalk on the south side of Clairemont Avenue near CVTC and the Midelfort Clinic.



The Chippewa Valley State Bicycle Trail bridge at the western end of the District.

## Guidelines for Longer-Term Growth

The District contains many thousands of jobs and daily users, hundreds of thousands of square feet of building floor space and many millions of dollars of investment. Thus, it is incumbent on the property owners, in cooperation with the City, to guide the evolution of the District in a way that leverages past investments and maximizes future possibilities. All parties will be well served by a maintaining a cooperative master plan that steers continuous development.

### Development Possibilities

**Stein Boulevard Sites:** The potential exists for infill development of two new buildings east of Stein Boulevard on a university parking lot and the green space of the state office building. A parking structure would probably be needed to serve those and possibly other buildings.

**Hospital:** Any of the parking lots should be considered candidates for development.

**State Office Building Site:** This highly visible and accessible site is greatly underutilized.

**CVTC Properties:** Redevelopment opportunities to accommodate campus growth and evolution will always be present, including potentially a student residential building south of Clairemont Avenue.

**Clinics:** Any of these several relatively small buildings could undergo expansion.

**Retail Properties:** The shopping center and related sites are becoming obsolescent. Similar properties elsewhere have undergone redesign and repositioning.

**Industrial Area:** Continued reinvestment in the Craig-Hendrickson-Clairemont triangle may result from its good access and visibility.

### Development Guidelines

- **Density:** Build multiple-story buildings with high site coverage.
- **Walkable:** Support walking by creating density, diversity and building entrances close to the street.
- **Transit-Supportive:** Support transit ridership through high employment density, sidewalks and building entrances near the street.
- **Minimize Surface Parking:** Evolve toward greater use of parking structures.
- **Architecture:** Emphasize windows and doors facing the sidewalk, brick and stone facades, and warm colors.
- **Green Spaces:** Include small but functional green spaces and seating plazas on each site to soften the effect of increased density.
- **Mixed Uses:** When possible, include retail or service business space with office, medical or educational activities.



Example of a medical and commercial building fronting on a sidewalk.



Example of a clinic building with a high degree of façade finish.

## Plan Implementation

The proposal of the Clairemont Avenue Medical and Educational District plan are proposed to be realized through a cooperative effort among the City of Eau Claire and the many businesses and institutions of the District.

The major actions that should be accomplished in the next few years are described below:

**Plan Adoption.** The City Plan Commission and City Council should approve this plan by resolution as the guiding document for public improvements and private land development in the District, as recommended in the *Eau Claire Comprehensive Plan*.

**Business Improvement District.** In order to cooperatively fund and maintain the physical improvements described in this plan, the property owners in the District should petition the City of Eau Claire to establish a Business Improvement District (BID) as allowed under Wisconsin law.

A BID is a means for owners of contiguous taxable commercial or industrial properties to be specially assessed by the City at a rate determined by the Directors of the BID for expenditures described in the annual operating plan of the BID. (Tax exempt properties may also contribute.) Eligible expenses include development, redevelopment, maintenance, operation or promotion of the BID. Thus, the streetscape and other enhancement proposals of this plan would be eligible activities.

Participating property owners elect a Board of Directors.

**Zoning Ordinance Amendments.** The City Council should act to rezone the Sacred Heart Hospital site to C-3, Community Commercial District, which is intended to accommodate land uses of “city-wide and regional significance.” That district would not impose a building height restriction.

The City Council should amend the Zoning Map to delete the Highway Overlay Zoning District from the study area in order to remove the additional setbacks required by that zoning district.

Use of the Planned Development Overlay District would allow for the negotiated development reviews.

**Sign Ordinance Amendments:** The City, in cooperation with the property owners of the District, should establish sign regulations that will protect the visual appearance of the District and further the wayfinding objectives of this plan. One way this may be done would be by establishing a special sign district as allowed by Section 16.16.090 of the City Code. Such a district was previously adopted for the downtown.

**Design Development.** The preliminary streetscape and other enhancement recommendations of this plan will need to be refined if owners in the District wish them to move forward. Representatives of benefitting properties should be closely involved in the process of reviewing and improving the design, estimating costs, proposing a sequence of construction and coordinating improvements with the operating plan of the Business Improvement District.



**Plan Refinement.** The City and the property owners of the District should continue to refine this plan as improvements are accomplished and conditions evolve. Subsequent planning steps could include:

- **Update.** Update this plan to maintain it as a specific and comprehensive guide for private development and public improvements.
- **Design Guidelines.** Prepare detailed urban design guidelines that elaborate upon the points listed on page 59; use graphics to complement the text.

**Form-Based Zoning:** Prepare and adopt a zoning district that uses simple drawings to prescribe height, bulk, building placement, orientation, street design and other essential design guidelines for infill building development and District design.

**Park Improvements.** Work with the Putnam Park Commission to design and implement improvements to River Bluff Park.

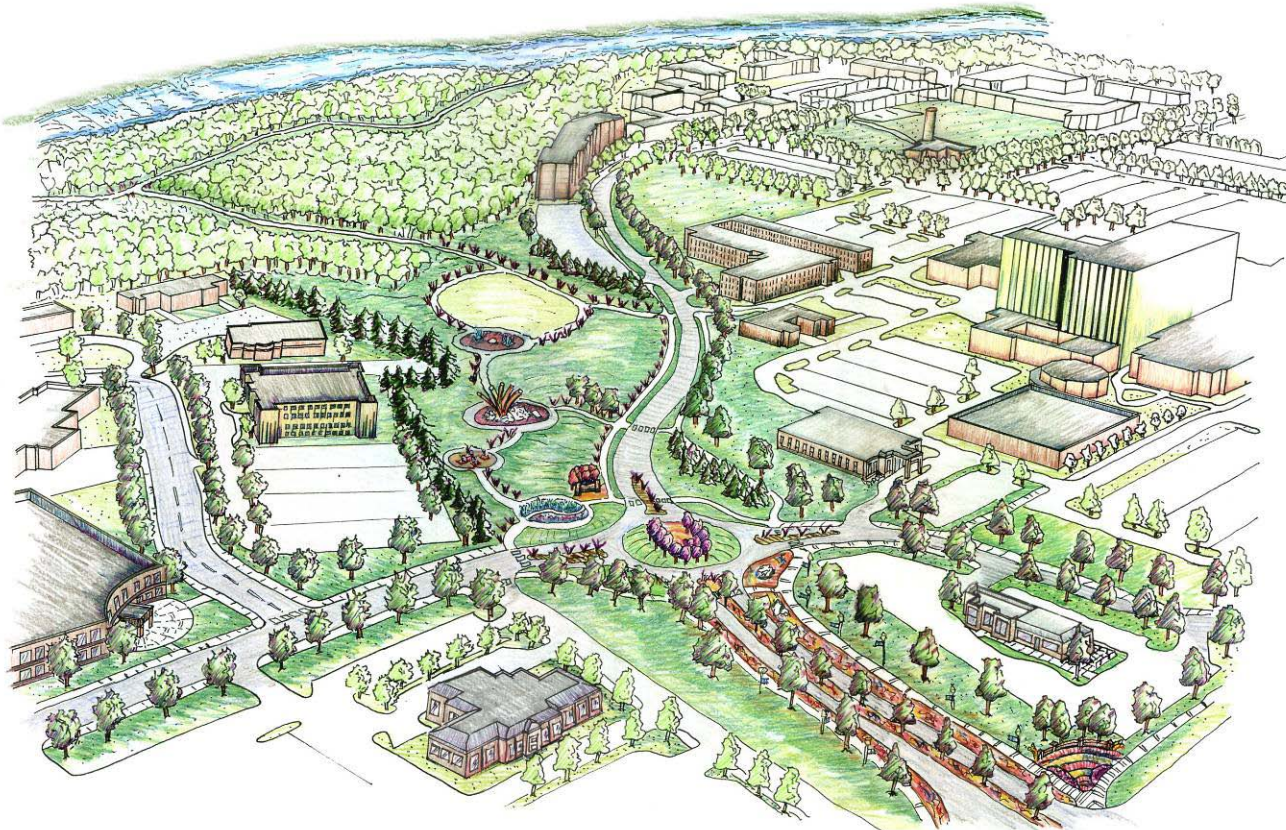


Image from the southwest showing portions of the medical and the educational districts including Sacred Heart Hospital, Hendrickson Drive, the roundabout, University Drive West and the proposed Lasker Drive with improved landscaping, the proposed River Bluff Park and potential infill development.