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REDEVELOPMENT PLAN

Core Reinvestment District

TABLE OF CONTENTS

A. Introduction 2
B. Boundaries of Redevelopment Area 3
C. Existing Conditions 5
D. Need for Redevelopment 7
E. Redevelopment Objectives 8
F. Proposed Land Uses and Development Standards 9
G. Implementation Strategy 11
H. Phasing and Timeline 13
I. Financial Plan 15
J. Evaluation and Monitoring 17
K. Maps & Supporting Materials:

Map I	District Boundaries	19
Map II	Qualified Census Tracts	20
Supporting Material I	Comprehensive Plan	Attached
Supporting Material II	Strategic Plan	Attached
Supporting Material III	Regional Housing Study	Attached

A. Introduction

The Core Reinvestment Redevelopment District is established under Wis. Stat. §66.1333 to guide coordinated redevelopment efforts across portions of Eau Claire's central core that exhibit blighted and underutilized conditions. The district encompasses multiple Qualified Census Tracts, scattered obsolete commercial and industrial properties, and residential areas characterized by aging housing stock, non-conforming parcels, and documented health and safety concerns. Together, these conditions present both a challenge and an opportunity: while many sites are defined by vacancy, deterioration, and disinvestment, they also occupy strategic locations throughout the city core with the potential to support new housing, neighborhood-serving commercial activity, and reinvestment that strengthens surrounding areas.

The purpose of this Redevelopment Plan is twofold. First, it provides the legal framework required under Wis. Stat. §66.1333(6) to identify blighted conditions and authorize the City of Eau Claire Redevelopment Authority (RDA) to take action. Second, it establishes a forward-looking strategy to facilitate reinvestment across a broad geographic area through targeted, site-specific interventions that support housing stability, commercial redevelopment, and long-term economic value creation. While housing needs—particularly for households earning below the County Median Income—remain a critical driver of redevelopment, the plan also recognizes the importance of revitalizing obsolete commercial structures, reintroducing neighborhood-scale services, and creating opportunities for mixed-use development where appropriate.

This plan complements existing City initiatives, including the Comprehensive Plan, the Strategic Plan, and the Eau Claire Regional Housing Study, ensuring that redevelopment activities are coordinated with adopted community goals. Unlike prior redevelopment districts such as North Barstow, Cannery, Water Street, and Riverbend, the Core Reinvestment District is intentionally structured to address blight through a more selective, parcel-based approach distributed across multiple neighborhoods rather than a single concentrated corridor. This approach allows the City and RDA to respond flexibly to localized conditions while applying consistent principles of strategic public investment, coordinated planning, and public-private partnership.

The objectives of the plan extend beyond the replacement of individual structures. Redevelopment within the Core Reinvestment District will focus on removing unsafe and obsolete buildings, improving neighborhood livability, expanding housing choice, supporting reinvestment in commercial and mixed-use properties, and stabilizing areas that have experienced prolonged disinvestment. Where appropriate, redevelopment will encourage affordable housing, higher-quality design, improved site functionality, and reintegration of underutilized parcels into the surrounding urban fabric. The district will also be shaped by principles of sustainability, equity, and resilience, ensuring that redevelopment outcomes contribute to long-term neighborhood stability and shared community benefit.

Development in the Core Reinvestment District shall be informed by principles of equitable development, which for purposes of the plan shall be understood as a planning framework designed to revitalize neighborhoods without displacing or excluding long-term residents. It ensures that investments in housing, business, and infrastructure generate tangible economic and health benefits for the original community, rather than solely catering to new arrivals.

The guiding principles are as follows:

1. Protect and preserve the original community, vulnerable tenants and homeowners from displacement;
2. Encourage the participation of local and regional developers and investors;
3. Engage the impacted community early in planning and decision-making;
4. Emphasize local businesses, vital neighborhood services, and first-time entrepreneurs.

B. Boundaries of Redevelopment Area

Boundary Description

The Core Reinvestment Redevelopment District encompasses portions of Eau Claire's central core and surrounding neighborhoods where redevelopment challenges and reinvestment opportunities are concentrated. The district is generally bounded by North Clairemont Avenue on the west, North Crossing on the north, the Hastings Way corridor on the east, and the Chippewa River on the south. In addition, the district includes the Shawtown area along the Chippewa River, extending redevelopment eligibility to areas with documented blight, aging structures, and strategic riverfront adjacency.

Within these boundaries, the district includes a mix of residential and commercial properties and encompasses portions of three (3) Qualified Census Tracts. The district is intentionally drawn to capture areas where redevelopment barriers are present but where coordinated public action can support meaningful reinvestment.

District Composition

The Core Reinvestment Redevelopment District contains a range of land uses and parcel conditions that support redevelopment activity, including:

- Scattered obsolete commercial and former industrial properties, including vacant or underutilized buildings that no longer meet modern operational or market needs and are suitable for reinvestment, adaptive reuse, or redevelopment into neighborhood-serving commercial or mixed-use uses.

- Residential areas with aging housing stock, including properties identified through City and County housing surveys, inspection records, and nuisance activity as exhibiting health, safety, or code-compliance concerns.

- Vacant and underutilized parcels, often constrained by small lot sizes, legal nonconformities, fragmented ownership, or environmental conditions that limit private reinvestment without coordinated public involvement.

- Areas within three (three) Qualified Census Tracts, characterized by higher-than-average poverty rates and reinvestment challenges that align with the statutory definition of blight under Wis. Stat. §66.1333.

District Context

The Core Reinvestment Redevelopment District occupies a critical transitional area between

Downtown Eau Claire, established residential neighborhoods, and major transportation corridors. Despite significant redevelopment investment in adjacent districts, portions of the city core—including areas within the Core Reinvestment District—continue to experience prolonged disinvestment, deteriorating housing conditions, and underperforming commercial sites.

The inclusion of the Shawtown area reflects the district's broader intent to address blight and reinvestment needs along the Chippewa River beyond the Downtown core. This distributed boundary allows the City and Redevelopment Authority to pursue targeted, parcel-based interventions across multiple neighborhoods, while maintaining a coordinated framework for redevelopment, infrastructure planning, and public investment.

Boundary Map

A detailed boundary map accompanies this description, illustrating the specific parcels within the redevelopment district. The map highlights:

- **Northern Boundary**: The northern boundary begins at the intersection of North Clairemont Avenue and Frank Street, extending east to the private lane connecting Frank Street and Moholt Drive; north to Moholt Drive; east to Robert Road; north to Folsom Street; east to Arnstad Place; north to Greenfield Drive; east to 14th Street; north to Truax Boulevard; southeast to Jeffers Road; north to the railroad tracks; northwest along the railroad tracks to North Crossing; and east to Old Hastings Way.

- **Eastern Boundary**: The eastern boundary follows Old Hastings Way south to Emery Street.

- **Southern Boundary**: The southern boundary begins at the intersection of Old Hastings Way and Emery Street, following Emery Street west to Dodge Street; south to the terminus of Dodge Street; continuing west in a straight line to Washington Street; west to Graham Avenue; north to Marston Avenue; west along Marston Avenue to the Chippewa River; crossing the Chippewa River to the west bank; and then following the riverbank south.

- **Western Boundary**: The boundary continues along the western bank of the Chippewa River from a point due west of Marston Avenue south to North Clairemont Avenue.

- **Shawtown Extension**: The Shawtown extension follows the Chippewa River from North Clairemont Avenue north to Interstate 94, then follows Interstate 94 northwest to Crescent Avenue; east to Christian Street; north to Cleveland Street; east to Mount Washington Avenue; north to Menomonie Street; east to Minnesota Street; north to Avenue B; east to North Michigan Street; south to Menomonie Street; and east to North Clairemont Avenue.

This boundary captures a broad area containing blighted and underutilized parcels, as well as the logical area of influence for infrastructure improvements, riverfront restoration, and coordinated redevelopment activities.

C. Existing Conditions

Land Use

The Core Reinvestment Redevelopment District is characterized by a diverse but fragmented mix of land uses distributed across multiple neighborhoods and corridors within the city core. The district includes residential areas, scattered commercial properties, former industrial sites, and vacant or underutilized parcels. Portions of the district fall within three (3) Qualified Census Tracts, reflecting areas where reinvestment challenges are more pronounced and redevelopment barriers are persistent.

Residential land uses dominate much of the district; however, a significant share of the housing stock consists of older structures located on small or legally non-conforming parcels. In addition, the district contains isolated pockets of obsolete commercial and light industrial uses that no longer align with current zoning intent, market demand, or neighborhood context. These properties often function as visual and physical barriers to reinvestment and contribute to broader patterns of disinvestment in surrounding areas.

Vacant and underutilized parcels are dispersed throughout the district rather than concentrated in a single location. This distributed pattern reinforces the need for a parcel-based redevelopment strategy, as individual sites often lack the scale or market conditions necessary to attract private reinvestment without coordinated public involvement.

Building Conditions

Building conditions within the Core Reinvestment Redevelopment District vary widely but reflect a consistent pattern of aging structures, deferred maintenance, and functional obsolescence. On the residential side, City and County Health Department housing surveys identified 437 homes with exterior condition scores of seven (7) or higher, indicating visible deterioration and potential health or safety concerns. These conditions are particularly prevalent among older housing stock and Naturally Occurring Affordable Housing (NOAH), where prolonged underinvestment has accelerated structural decline.

Commercial and former industrial buildings within the district exhibit similar challenges. Several long-vacant or underutilized properties—such as the former Walters Brewery building and a former dry-cleaning facility at Seaver Street and Graham Avenue—have deteriorated significantly and no longer support viable commercial use without substantial reinvestment. Other properties are characterized by outdated building systems, site layouts incompatible with modern operations, or environmental constraints that discourage private redevelopment.

Across both residential and commercial properties, patterns of absentee ownership, repeated nuisance complaints, and limited reinvestment further exacerbate building condition issues. Collectively, these factors contribute to blight as defined under Wis. Stat. §66.1333 and suppress the long-term economic potential of affected neighborhoods.

Infrastructure

The Core Reinvestment Redevelopment District is served by several major transportation corridors, including Clairemont Avenue, Old Hastings Way, and North Crossing, with additional arterial and collector streets providing internal connectivity. While this network offers strong vehicular access, pedestrian and bicycle infrastructure is inconsistent, limiting safe and convenient connections between neighborhoods, commercial areas, and public amenities.

Public utilities—including water, sanitary sewer, and electric service—are generally available throughout the district; however, portions of the infrastructure are aging and may require upgrades, relocation, or capacity improvements to support new development. Stormwater management infrastructure is limited in some areas, and localized flooding issues persist, particularly near the Chippewa River and low-lying parcels. These conditions necessitate coordination with City stormwater and floodplain management programs as redevelopment proceeds.

Environmental Features
The district's proximity to the Chippewa River is a defining feature that presents both constraints and opportunities. Portions of the district lie within the 100-year floodplain, requiring careful planning, mitigation, and site design for redevelopment. Some parcels may also face environmental conditions related to prior industrial or commercial uses, including potential soil or groundwater contamination.

At the same time, the riverfront represents a significant underutilized asset. Opportunities exist to stabilize riverbanks, enhance ecological function, expand public access, and integrate green infrastructure into redevelopment projects. When coordinated with private investment, riverfront restoration and improved connectivity can substantially enhance neighborhood quality of life and support long-term reinvestment.

Socioeconomic Context
The Core Reinvestment Redevelopment District encompasses areas with a high concentration of affordable housing, including multiple income-restricted developments and a substantial inventory of Naturally Occurring Affordable Housing. While this housing stock plays a critical role in meeting community needs, much of it is aging and increasingly at risk of deterioration without intervention.

The district's socioeconomic conditions underscore the importance of a redevelopment strategy that balances housing stability with economic reinvestment. Persistent disinvestment, limited commercial services, and underperforming properties reduce neighborhood vitality and constrain opportunities for residents. Strategic redevelopment—addressing both residential and commercial conditions—is necessary to stabilize neighborhoods, support local economic activity, and improve long-term outcomes for residents and the City as a whole.

D. Need for Redevelopment

The Core Reinvestment Redevelopment District meets the statutory definition of "blight" under Wis. Stat. §66.1333(2m) due to a combination of physical deterioration, functional obsolescence, and reinvestment barriers present across the district. The area includes portions of three (3) Qualified Census Tracts, reflecting higher-than-average poverty rates, as well as a concentration of aging residential structures and obsolete commercial and former industrial properties that no longer meet current standards for safety, functionality, or market viability. Many properties within the district are constrained by small or irregular lot configurations, legal nonconformities, fragmented ownership, environmental conditions, and aging infrastructure, all of which discourage private reinvestment without coordinated public action.

Without intervention, these conditions are likely to persist and worsen, resulting in continued disinvestment, suppressed property values, and diminished neighborhood vitality. Private redevelopment efforts are often inhibited by high upfront costs associated with acquisition, demolition, environmental remediation, and infrastructure upgrades, particularly on scattered or isolated parcels. As a result, blighted properties remain underutilized, housing conditions deteriorate further, and opportunities to strengthen neighborhood-serving commercial activity are lost.

Redevelopment is necessary to address these conditions and unlock the district's long-term potential. Through coordinated public action and strategic investment, redevelopment within the Core Reinvestment District will seek to:

- Remove blighted and obsolete structures that pose health, safety, or functional concerns;
- Facilitate reinvestment in underutilized residential and commercial properties where market conditions alone have proven insufficient;
- Stabilize and strengthen neighborhoods by improving housing quality and supporting compatible infill development;
- Encourage redevelopment of obsolete commercial and mixed-use sites to better serve surrounding neighborhoods and contribute to the local tax base; and
- Improve connectivity, infrastructure, and site functionality to support long-term economic and community vitality.

The need for redevelopment is further supported by the City of Eau Claire's adopted planning documents, including the Comprehensive Plan, Strategic Plan, and Regional Housing Study, all of which identify reinvestment in aging neighborhoods, housing stabilization, and redevelopment of underperforming properties as essential to the City's long-term economic health. The Core Reinvestment Redevelopment District provides the appropriate framework for the Redevelopment Authority to address these challenges in a coordinated, legally compliant, and fiscally responsible manner.

E. Redevelopment Objectives

The overarching goal of the Core Reinvestment Redevelopment District is to transform underutilized and obsolete properties across Eau Claire's central core into productive assets that support housing stability, neighborhood-serving commercial activity, and long-term economic value creation. Redevelopment will be guided by principles of sustainability, equity, and placemaking, ensuring that reinvestment strengthens neighborhoods while expanding opportunity for residents and businesses.

Unlike corridor-based redevelopment districts, the Core Reinvestment District is intentionally structured to address blight and reinvestment barriers through targeted, parcel-based interventions across multiple neighborhoods. Within this broader framework, redevelopment objectives recognize that certain areas present heightened opportunities for commercial reinvestment, mixed-use development, and catalytic neighborhood revitalization.

Economic Development and Commercial Reinvestment
A key objective of the Core Reinvestment Redevelopment District is to support private investment and reinvigorate obsolete or underperforming commercial properties that serve surrounding neighborhoods. Redevelopment efforts will prioritize reinvestment in locations where improved site functionality, visibility, and access can support neighborhood-scale commercial activity, employment uses, or mixed-use development.

Specific opportunity areas within the district include:

- **South of Lake Street**: The area south of Lake Street, extending to the YMCA property, where underutilized parcels and aging structures present opportunities for reinvestment that can support neighborhood services, employment uses, or mixed-use development compatible with surrounding residential areas.

- **West of Cannery District**: Areas west of the Cannery District to 7th Street, including corridors along Madison Street and Bellinger Street, where redevelopment can build on nearby investment momentum while addressing scattered blight, obsolete commercial structures, and site constraints that limit private reinvestment.

- **Along Menomonie Street**: The area surrounding the recently opened Sonnentag Center along Menomonie Street extending north toward Clairemont Avenue, where strategic redevelopment can leverage recent public and institutional investment to support complementary commercial, mixed-use, or neighborhood-serving development.

Redevelopment in these areas is intended to strengthen neighborhood vitality, expand access to services and employment, and contribute to the City's tax base, while remaining responsive to market conditions and community context.

Housing and Neighborhood Stability
Redevelopment will continue to prioritize improvements to housing quality and long-term neighborhood stability throughout the district.

Objectives include:
- Expanding housing options through a mix of affordable, workforce, and market-rate units.
- Supporting reinvestment in aging housing stock, including rehabilitation, infill development, and replacement of unsafe or obsolete structures.
- Encouraging development patterns that reinforce existing neighborhood character while improving overall livability.

Housing-focused redevelopment will be coordinated with commercial reinvestment efforts to ensure that neighborhoods benefit from both improved living conditions and access to services, employment, and amenities.

Sustainability, Infrastructure, and Connectivity
Redevelopment objectives also emphasize long-term environmental and infrastructure resilience.

Key goals include:

- Improving stormwater management, utility infrastructure, and site design to reduce flooding risks and support redevelopment.
- Enhancing pedestrian and bicycle connectivity between neighborhoods, commercial areas, and public amenities.
- Supporting riverfront restoration and green infrastructure improvements where applicable to improve ecological function and public access.

Summary of Key Redevelopment Objectives
Redevelopment within the Core Reinvestment Redevelopment District will seek to:

1. Remove blight and functional obsolescence from residential, commercial, and mixed-use properties.
2. Stabilize and strengthen neighborhoods through targeted housing and infill redevelopment.
3. Encourage reinvestment in underperforming commercial and mixed-use areas, particularly in identified opportunity zones.
4. Leverage recent public and institutional investment to support complementary private development.
5. Improve infrastructure, connectivity, and environmental resilience to support long-term community vitality.
6. Stimulate private investment, expand the tax base, and support local economic activity.

F. Proposed Land Uses and Development Standards

Future Land Use Map
The Core Reinvestment Redevelopment District will guide selective redevelopment of residential, commercial, and mixed-use properties across a broad geographic area. Proposed land uses are intended to address blighted and underutilized conditions while supporting neighborhood stability, commercial reinvestment, and long-term economic value creation. Redevelopment activities within the district will be evaluated on a parcel-by-parcel basis and will align with the City of Eau Claire Comprehensive Plan, including the Future Land Use Map, as well as the Eau Claire Regional Housing Study.

Unlike corridor-based redevelopment districts, the Core Reinvestment District does not prescribe a uniform development pattern. Instead, future land uses are guided by surrounding neighborhood context, existing infrastructure capacity, site conditions, and market feasibility. This approach allows redevelopment to respond to localized conditions while maintaining consistency with adopted City policies.

Residential Redevelopment Areas
Residential redevelopment within the Core Reinvestment District will focus on improving

housing quality, addressing unsafe or obsolete structures, and expanding housing options where appropriate.

Residential land uses may include:

- Single-family and small-scale multi-family housing on infill or replacement sites.
- Rehabilitation or adaptive reuse of existing residential structures where feasible.
- Replacement of blighted or uninhabitable housing with new units that improve neighborhood stability.
- A mix of affordable, workforce, and market-rate housing consistent with City housing goals.

Residential redevelopment is intended to reinforce existing neighborhood character while increasing overall housing quality, functionality, and long-term viability.

Commercial and Mixed-Use Opportunity Areas
In addition to residential redevelopment, the Core Reinvestment District identifies several areas where commercial reinvestment or mixed-use development may be appropriate due to location, visibility, access, and proximity to recent investment. These areas are not designated for specific projects but are intended to guide evaluation of redevelopment proposals.

South of Lake Street / YMCA Area
Properties south of Lake Street extending past the YMCA property present opportunities for reinvestment in underutilized parcels and aging structures. Future land uses in this area may include neighborhood-serving commercial uses, employment-oriented development, or mixed-use projects that integrate affordable housing residential and commercial activity in a manner compatible with adjacent residential areas.

West of the Cannery District (Madison Street and Bellinger Street Corridors)
Areas west of the Cannery District to 7th Street, including parcels along Madison Street and Bellinger Street, represent transitional zones between established neighborhoods and prior redevelopment areas. Redevelopment in these locations may support small-scale commercial, mixed-use, or employment uses that build on nearby investment momentum while addressing scattered blight and site constraints.

Menomonie Street / Sonnentag Center Area
The area surrounding the Sonnentag Center along Menomonie Street extending north toward Clairemont Avenue is well positioned to support complementary development that leverages recent public and institutional investment. Potential land uses may include mixed-use development, neighborhood-scale commercial services, or employment uses that enhance corridor activity and connectivity while remaining sensitive to surrounding land uses.

Design and Development Principles
To ensure that redevelopment within the Core Reinvestment District contributes positively to neighborhood character and long-term sustainability, proposed projects will be evaluated using the following general principles:

- **Context-Sensitive Design**: Building scale, massing, and orientation should reflect surrounding development patterns and neighborhood character.
- **Active and Functional Sites**: Redevelopment should improve site layout, access, and functionality, including appropriate parking design and pedestrian circulation.
- **Pedestrian and Bicycle Connectivity**: Where feasible, projects should enhance connections to sidewalks, trails, transit routes, and nearby destinations.
- **Integration of Green Infrastructure**: Stormwater management, landscaping, and site design should incorporate sustainable practices to reduce environmental impacts.
- **Compatibility with Surroundings**: Commercial and mixed-use development should be designed to minimize conflicts with adjacent residential uses through appropriate buffering, transitions, and site planning.

Relationship to Existing Plans

Redevelopment within the Core Reinvestment District will advance the goals and policies of the City of Eau Claire's adopted planning documents. Proposed land uses and development concepts are consistent with the Comprehensive Plan's emphasis on infill development, neighborhood reinvestment, and targeted commercial revitalization. The Strategic Plan and Regional Housing Study further inform priorities related to housing stability, affordability, and economic development.

This Redevelopment Plan will remain coordinated with future updates to City plans to ensure that land-use guidance, evaluation criteria, and redevelopment priorities evolve alongside broader community objectives.

G. Implementation Strategy

Successful redevelopment of the Core Reinvestment Redevelopment District will require a coordinated, flexible approach that combines public action, private investment, and strategic partnerships. Given the district's size and distributed pattern of redevelopment opportunity, implementation will occur incrementally through site-specific interventions rather than a single, phased corridor strategy. The following framework outlines the primary tools, actions, and coordination mechanisms the City of Eau Claire and Redevelopment Authority (RDA) may use to advance the district's objectives.

Property Identification and Acquisition

To facilitate redevelopment, the City and RDA may pursue acquisition or control of selected parcels within the district where blighted conditions, ownership challenges, or site constraints impede private reinvestment.

Priority will be given to properties that exhibit one or more of the following characteristics:

- Unsafe, vacant, or obsolete structures that pose health or safety concerns
- Long-term vacancy or underutilization
- Legal nonconformities or site constraints that limit redevelopment feasibility
- Strategic location within identified commercial or mixed-use opportunity areas

City staff will use a range of data sources to identify candidate properties, including housing condition surveys, inspection and nuisance records, assessor data, code enforcement reports, and community input. All acquisition activities will comply with Wisconsin statutes and City policy, ensuring transparency and fair compensation.

Redevelopment Pathways
Redevelopment within the Core Reinvestment District may proceed through multiple pathways depending on site conditions, location, and market demand. Potential approaches include:

- **Residential Infill and Replacement**: Redevelopment of small or irregular parcels for single-family or small-scale multi-family housing, including replacement of blighted or uninhabitable structures to improve neighborhood stability.

- **Rehabilitation and Adaptive Reuse**: Support for renovation of existing residential or commercial buildings where structural conditions allow, preserving neighborhood character while improving functionality and safety.

- **Commercial and Mixed-Use Reinvestment**: Promotion of redevelopment for neighborhood-serving commercial, employment, or mixed-use uses in identified opportunity areas, particularly where recent public or institutional investment can be leveraged.

- **Market-Responsive Development**: Encouragement of private development proposals that align with adopted land-use guidance and design principles, recognizing that redevelopment timing and scale will vary by site.

The RDA's role will focus on enabling redevelopment through site preparation, coordination, and use of available financial and policy tools rather than direct construction activity.

Demolition and Site Preparation
The RDA may facilitate or undertake demolition of obsolete or unsafe structures where removal is necessary to enable redevelopment. Demolition activities will be conducted in coordination with appropriate City departments and in compliance with environmental and safety standards. Where feasible, materials will be salvaged or recycled to support sustainability goals.

Site preparation activities may also include environmental assessment and remediation, utility coordination, and basic site stabilization to reduce barriers to private investment.

Public Improvements and Infrastructure Coordination
Public improvements will be coordinated to support redevelopment outcomes and improve neighborhood functionality.

Depending on project needs, these improvements may include:
- Utility upgrades or relocations necessary to support new development
- Stormwater management improvements to reduce flooding and improve site performance
- Pedestrian, bicycle, and streetscape enhancements that improve connectivity and safety

- Riverfront stabilization, access, or green infrastructure improvements where applicable

Public investments will be evaluated on a project-by-project basis and coordinated with the City's Capital Improvement Plan and other funding mechanisms.

Financing and Development Tools

To advance redevelopment objectives, the City and RDA may employ a range of financing and incentive tools, including:

1. Capital Improvement Plan (CIP) funding for site preparation or infrastructure
2. Tax Increment Financing (TIF), where appropriate, to support eligible public improvements
3. State and federal grants, including brownfield remediation and demolition assistance
4. Strategic use of public-private partnerships to leverage private investment

The use of any specific tool will be evaluated based on project feasibility, public benefit, and alignment with adopted City financial policies.

Coordination and Partnerships

Implementation of the Core Reinvestment Redevelopment District will rely on ongoing coordination among City departments, the RDA, private developers, nonprofit organizations, and other stakeholders.

Partnerships may include:

- Collaboration with housing developers and service providers to support housing quality and affordability goals
- Engagement with commercial developers and business partners to advance neighborhood-serving commercial reinvestment
- Coordination with community organizations to ensure redevelopment reflects neighborhood priorities and improves quality of life

The City and RDA will maintain flexibility to adapt partnership structures as redevelopment opportunities evolve.

Ongoing Review and Adaptation

Redevelopment activities within the Core Reinvestment District will be monitored and periodically reviewed to ensure alignment with district objectives and City policy. Given the district's long-term and incremental nature, implementation strategies may be refined over time to respond to changing market conditions, funding availability, and community needs. A comprehensive review of district outcomes will be presented to the RDA every five years to assess progress and consider plan updates or reauthorization.

H. Phasing and Timeline

Redevelopment of the Core Reinvestment Redevelopment District will occur incrementally over time through a series of overlapping phases rather than a single, linear redevelopment sequence. Because redevelopment opportunities within the district are dispersed across multiple neighborhoods and parcels, phasing will be driven by site readiness, market conditions, funding availability, and community priorities rather than a fixed geographic order.

This phased approach allows the City of Eau Claire and the Redevelopment Authority (RDA) to remain responsive to changing conditions while maintaining alignment with adopted City plans, including the Comprehensive Plan, Strategic Plan, and Regional Housing Study.

Short-Term Phase (1-5 Years)
Initial actions will focus on stabilization, site readiness, and foundation-building activities that reduce barriers to reinvestment:

- Identification and prioritization of blighted, vacant, or underutilized properties suitable for redevelopment.
- Strategic acquisition or control of select parcels where ownership, condition, or site constraints impede private reinvestment.
- Demolition of unsafe or obsolete structures to eliminate health and safety concerns and prepare sites for future use.
- Environmental assessment and remediation planning for sites with known or suspected contamination.
- Coordination of infrastructure planning, including utilities, stormwater management, and access improvements.
- Establishment of baseline data for evaluation metrics, including property condition, assessed value, and land use.

Early redevelopment activity may occur on individual parcels where private proposals align with district objectives and require limited public intervention.

Mid-Term Phase (5-10 Years)
As sites become redevelopment-ready, the focus will shift toward reinvestment, construction, and neighborhood activation:

- Facilitation of residential infill, rehabilitation, and replacement housing projects that improve housing quality and neighborhood stability.
- Advancement of commercial and mixed-use redevelopment in identified opportunity areas, particularly where redevelopment can build on recent public or institutional investment.
- Implementation of targeted public improvements—such as streetscape enhancements, pedestrian and bicycle connections, and stormwater upgrades—to support private development.
- Continued coordination with private developers, nonprofit partners, and community organizations to align redevelopment outcomes with neighborhood needs.
- Use of financing and incentive tools, including TIF and grant funding, where appropriate to leverage private investment.

Redevelopment activity during this phase is expected to vary by location, reflecting differences in site conditions and market demand across the district.

Long-Term Phase (10+ Years)
Later phases will focus on continued reinvestment, refinement, and long-term sustainability:

- Ongoing redevelopment of remaining underutilized or constrained parcels as market conditions allow.
- Expansion of neighborhood-serving commercial uses and mixed-use development that reinforces local vitality.
- Completion of infrastructure, connectivity, and riverfront-related improvements where applicable.
- Evaluation of redevelopment outcomes, including changes in property values, housing quality, commercial activity, and neighborhood stability.
- Consideration of plan amendments, reauthorization, or boundary adjustments to reflect evolving conditions and City priorities.

Ongoing Coordination and Review
Throughout all phases, the RDA will coordinate closely with City departments, private developers, and community stakeholders to ensure redevelopment efforts remain consistent with adopted plans and policy objectives. Progress summaries will be provided to the RDA on a regular basis, and a comprehensive review of district performance will be conducted every five years to evaluate outcomes, refine priorities, and determine whether updates to the Redevelopment Plan are warranted.

I. Financial Plan
The financial plan for the Core Reinvestment Redevelopment District establishes a framework for coordinating public and private investment necessary to advance redevelopment objectives over the life of the district. Rather than prescribing specific project costs or funding commitments, this plan outlines the financial tools, evaluation processes, and oversight mechanisms that will guide investment decisions on a project-by-project basis to ensure fiscal responsibility and alignment with City policy.

Public Investment Approach
Public investment within the Core Reinvestment Redevelopment District will focus on activities that reduce barriers to private reinvestment and advance community objectives. Given the district's distributed and parcel-based nature, financial participation by the City or Redevelopment Authority (RDA) will be evaluated individually for each project and may include support for:

1. **Demolition and Site Preparation**: Removal of obsolete or unsafe structures, environmental assessment and remediation, and basic site preparation necessary to enable redevelopment.
2. **Infrastructure Improvements**: Upgrades or modifications to utilities, stormwater systems, access, and streetscape elements required to support redevelopment and improve site functionality.
3. **Planning and Administration**: Costs associated with planning, engineering, design, environmental review, and coordination necessary to support implementation of redevelopment activities.

4. **Public Amenities**: Improvements such as pedestrian connections, green infrastructure, riverfront stabilization, or open-space enhancements where they directly support redevelopment outcomes.

Public investment will be structured to complement private development activity and to leverage non-City funding sources whenever feasible.

Funding Sources

A range of funding mechanisms may be considered and applied as appropriate based on project needs, financial feasibility, and public benefit.

Potential funding sources include:

- **Tax Increment Financing (TIF)**: Where eligible and appropriate, TIF may be used to support public improvements or site preparation activities that enable redevelopment.
- **State and Federal Grants**: Programs supporting brownfield remediation, demolition, housing, infrastructure, or economic development may be pursued to reduce upfront public costs.
- **Municipal Financing Tools**: Bonds or other financing mechanisms may be considered for eligible public improvements, subject to City financial policies and approvals.
- **Private Investment**: Private capital will remain the primary funding source for vertical construction and redevelopment, with public participation structured to catalyze—not replace—private investment.

The use of any specific funding source will be evaluated through established City and RDA review processes.

Fiscal Impact and Evaluation

Fiscal impacts associated with redevelopment projects will be evaluated on a project-specific basis as proposals are advanced. Evaluation will consider anticipated public costs, projected increases in assessed value, and broader community benefits such as improved housing quality, neighborhood stability, and expanded commercial activity.

Because redevelopment opportunities within the district will occur incrementally over time, fiscal analysis will rely on current market data and site-specific information rather than long-range projections. This approach allows the City and RDA to make informed decisions based on prevailing conditions while maintaining fiscal discipline.

Financial Oversight and Coordination

Financial implementation of the Core Reinvestment Redevelopment District will be subject to ongoing oversight by the RDA and coordinated with relevant City departments, including Finance, Planning, and Legal. Financial activity will be reviewed through annual reporting and five-year plan evaluations to ensure that public investments remain aligned with redevelopment objectives, City financial policies, and statutory requirements.

Public resources will be prioritized for projects that demonstrate clear community benefit, effectively leverage private investment, and advance the long-term economic and neighborhood goals established in this Redevelopment Plan.

J. Evaluation and Monitoring

Ongoing evaluation and monitoring will ensure that redevelopment activities within the Core Reinvestment Redevelopment District remain aligned with adopted City policies, statutory requirements, and community objectives. The purpose of evaluation is not to impose fixed numerical targets, but to provide a structured framework for tracking progress, identifying challenges, and informing future redevelopment decisions over the life of the district.

Baseline Conditions and Relationship to Existing Data

The existing conditions analysis in Section C establishes the baseline against which redevelopment progress will be evaluated. Baseline data—including land use patterns, building condition, vacancy, assessed value, housing characteristics, and infrastructure conditions—will serve as reference points for measuring change over time.

Evaluation will draw upon existing City and County data sources such as assessor records, housing condition surveys, building permit data, code enforcement and nuisance reports, and infrastructure inventories. As redevelopment occurs, updated information will be compared to baseline conditions to assess trends and outcomes.

Key Performance Areas

Progress within the Core Reinvestment Redevelopment District will be evaluated across several performance areas rather than through prescriptive numerical benchmarks.

These performance areas include:

- **Blight Reduction and Site Readiness**: Reduction in the number of blighted, vacant, or obsolete structures; completion of demolition, environmental remediation, and site preparation activities that enable redevelopment.
- **Housing Quality and Neighborhood Stability**: Improvements in housing condition, rehabilitation or replacement of unsafe structures, infill development activity, and changes in vacancy or nuisance complaint patterns that reflect improved neighborhood stability.
- **Commercial and Mixed-Use Reinvestment**: Reinvestment in obsolete or underperforming commercial properties; introduction of neighborhood-serving commercial uses or mixed-use development in identified opportunity areas; diversification of land uses that support local economic activity.
- **Economic and Fiscal Outcomes**: Trends in assessed value, value per acre, and private investment within the district; job creation or retention associated with redevelopment projects; effective use of public investment to leverage private capital.
- **Infrastructure, Connectivity, and Environmental Improvements**: Completion of infrastructure upgrades, stormwater improvements, pedestrian and bicycle connections, and riverfront or green infrastructure projects that support redevelopment and improve functionality.

Monitoring Process
Evaluation and monitoring will be integrated into ongoing RDA and City processes. Key components include:

Annual Summary: City staff will provide periodic summaries to the Redevelopment Authority outlining redevelopment activity, public investment, and notable trends within the district.

Five-Year Review: Every five years, a comprehensive review of the Core Reinvestment Redevelopment District will be conducted to evaluate progress toward redevelopment objectives, assess the effectiveness of implementation strategies, and consider whether plan amendments or reauthorization are appropriate.
Adaptive Management: Findings from evaluation activities will inform adjustments to redevelopment priorities, partnership strategies, and use of financial or policy tools to ensure continued alignment with City goals and market conditions.

Transparency and Coordination: Evaluation findings will be coordinated with relevant City departments and incorporated into broader City reporting efforts where feasible, supporting transparency and informed decision-making.

K. Maps and Supporting Materials

Exhibit A: Map of Core Reinvestment District Boundaries

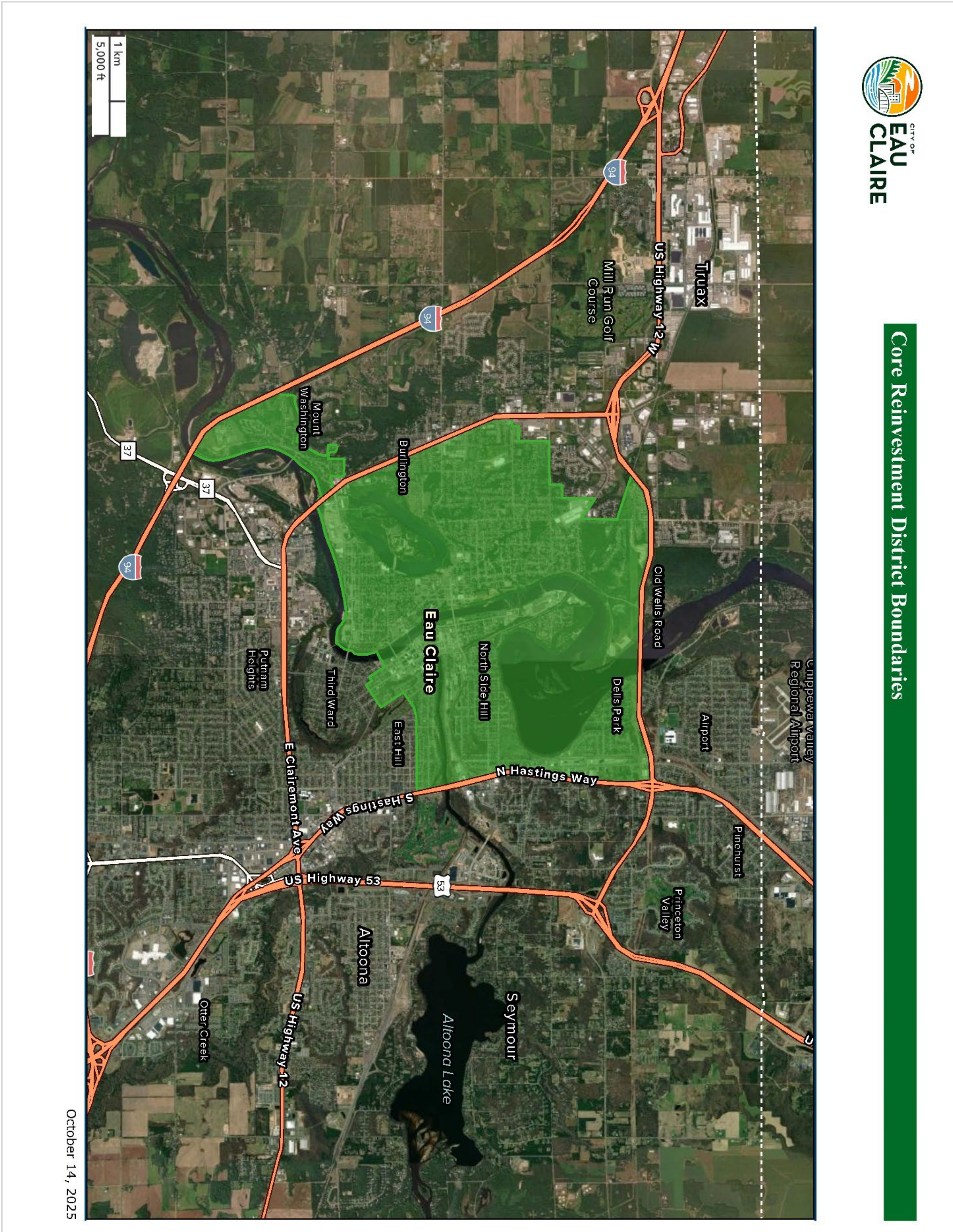

Exhibit B: Map of 2025 Qualified Census Tracts with Core Reinvestment District Overlaid

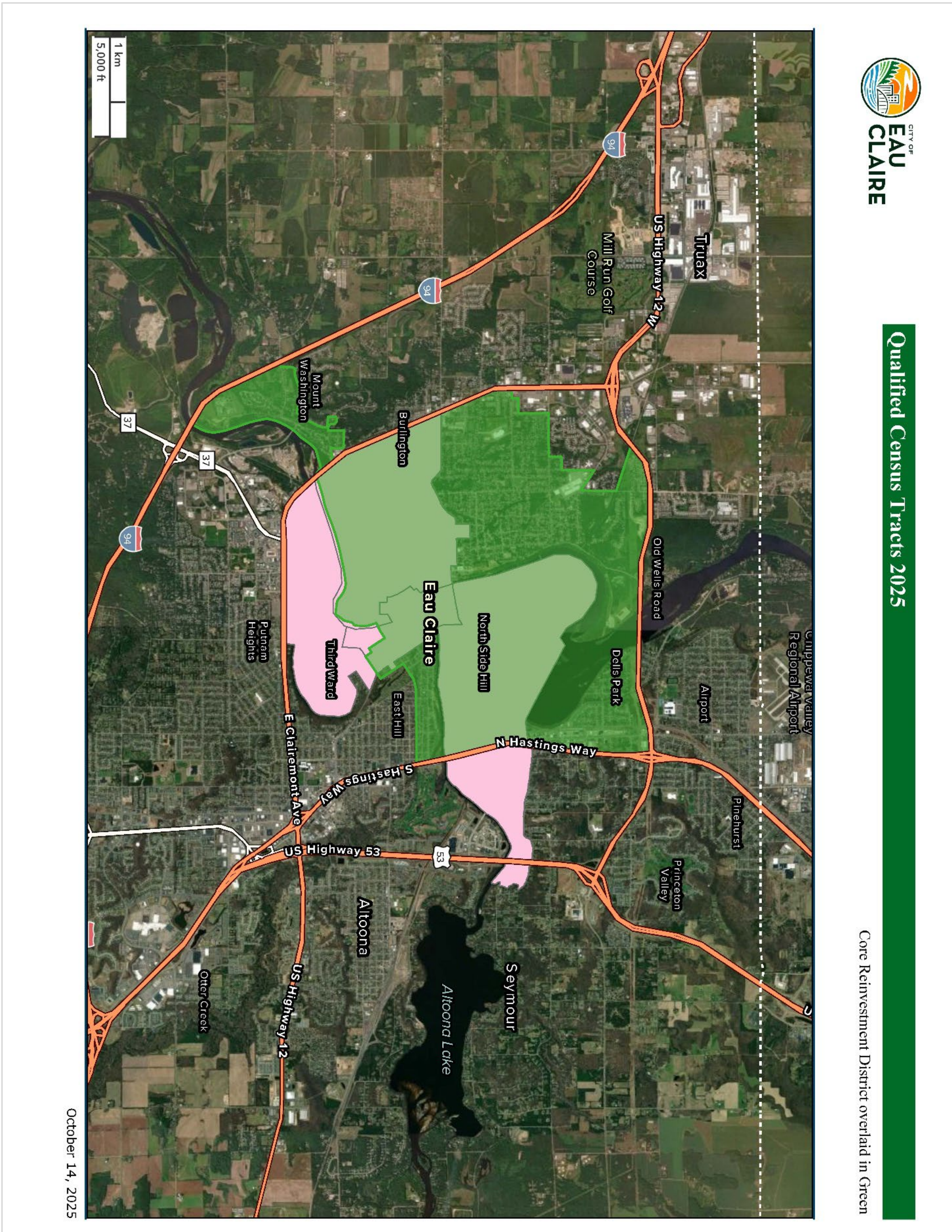

Exhibit C: City of Eau Claire Comprehensive Plan
See Attached

Exhibit D: City of Eau Claire Strategic Plan
See Attached

Exhibit E: Eau Claire Regional Housing Study
See Attached