

REDEVELOPMENT PLAN

Riverbend District

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A. Introduction

The Riverbend Redevelopment District is established under Wis. Stat. §66.1333 to guide the transformation of one of Eau Claire's most visible and underutilized corridors. The district encompasses a cluster of properties along Clairemont Avenue, Short Street, Hendrickson Drive, West MacArthur Avenue, Stein Boulevard, and the Chippewa River, including the former Sacred Heart Hospital, the former Shopko Plaza, and several remnant industrial parcels. Together, these sites represent both a challenge and an opportunity: they are defined by vacancy, obsolescence, and environmental concerns, yet they also occupy a strategic location at the edge of downtown, directly adjacent to the river, and one of the city's busiest roadways, as it functions as a primary entry point into Eau Claire off I-94.

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 sets forth a forward-looking strategy to reposition the district for long-term success by encouraging mixed-use development, improving infrastructure, and restoring public connections to the Chippewa River.

This plan complements existing City initiatives, including the Comprehensive Plan, Strategic Plan, and Housing Study, ensuring coordinated redevelopment consistent with adopted community goals. It also builds on Eau Claire's legacy of successful redevelopment efforts in the North Barstow, Cannery, and Water Street districts, which transformed blighted, underperforming land into thriving destinations for housing, commerce, and recreation. By applying the same principles—strategic public investment, coordinated planning, and strong public-private partnerships—the Riverbend District can serve as the next chapter in Eau Claire's economic and community development story.

The objectives of the plan extend beyond bricks and mortar. Redevelopment of this area will remove obsolete structures, expand the local tax base, provide new housing choices, support local businesses, enhance the community's image along Clairemont Avenue, and further unlock access to the Chippewa River as a shared public amenity. The district will also be shaped by principles of sustainability, equity, and resilience, ensuring that the benefits of redevelopment are broadly shared by current and future residents of Eau Claire.

Development in the Riverbend 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 Riverbend Redevelopment District encompasses a collection of parcels strategically located along one of Eau Claire's primary east–west transportation corridors. The district is generally bounded by Short Street on the west, the Chippewa River on the north, Stein Boulevard on the east, and West MacArthur Avenue on the south. On the eastern edge, the district extends to include three major redevelopment opportunities: the former Shopko Plaza, the former Sacred Heart Hospital campus, and riverside industrial land.

Within these boundaries, the district contains a mix of land uses and parcel types:

- Large, vacant commercial property at the former Shopko site, positioned prominently along Clairemont Avenue with direct visibility to thousands of daily commuters and in close proximity to the University campus as well as Marshfield Medical Center, making it an ideal area for new growth supporting two of Eau Claire's major industry employers.
- Institutional property at the former Sacred Heart Hospital campus, including a multi-story building that is unsuitable for reuse without significant investment.
- Industrial remnants along the riverfront, including aging warehouse and light industrial buildings that should be relocated to Eau Claire's more suitable industrial parks.
- Riverfront parcels with limited public access and environmental concerns that restrict their redevelopment potential without coordinated intervention.

District Context

The area sits at a crossroads: it is highly visible to regional traffic on Clairemont Avenue, directly adjacent to the Chippewa River, and within minutes of both downtown Eau Claire, community entry corridors tied to I-94, and major residential neighborhoods. Yet despite this strategic location, the properties remain underutilized, and their condition creates a visual and functional barrier between surrounding neighborhoods and the river.

Boundary Map

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

- The western boundary starts at the intersection of Short Street and Hendrickson Drive, extending north/northwest along Short Street to the Chippewa River, south bank.
- The northern boundary starts from the intersection of Short Street and the southern bank of the Chippewa River and follows the natural boundary of the Chippewa River to a point due north of the intersection of Hilltop Circle and Parcel Number 1822122709301409003 containing a non-City-maintained road.
- The eastern Boundary extends from the Hilltop Circle and lot boundary along the private road, curving south to connect with Stein Boulevard, crossing W. Clairemont Avenue to

the intersection of Stein Boulevard. and W. MacArthur Avenue.

- The southern boundary extends from the Stein Boulevard and W. MacArthur Avenue, west following W. MacArthur Avenue to the intersection with Craig Road, north along Craig Road to the intersection with Hendrickson Drive, then west along Hendrickson Drive to the point of origin at the intersection of Hendrickson Drive and Short Street.

This boundary captures not only the most prominent blighted and underutilized parcels but also the logical area of influence for infrastructure improvements, riverfront restoration, and coordinated redevelopment.

C. Existing Conditions

Land Use

The Riverbend Redevelopment District is characterized by a diverse but underutilized mix of land uses. Along the riverfront and adjacent to Clairemont Avenue there are obsolete industrial parcels, including aging warehouses and light industrial structures that no longer meet modern business needs or align with the Comprehensive Plan. The district also contains two prominent, largely vacant sites: the former Shopko Plaza, a sizable single-story commercial building with expansive surface parking, and the former Sacred Heart Hospital, an institutional campus featuring a multi-story structure and associated surface parking. Residential development is minimal within the district itself, limited to scattered single-family homes and a few multi-family buildings on the periphery, leaving the area primarily commercial and industrial in character.

Building Conditions

The district's buildings largely suffer from obsolescence and deferred maintenance. The former Shopko building has seen limited use since its closure, and its design and scale are no longer compatible with contemporary retail or mixed-use concepts. The former Sacred Heart Hospital campus, while structurally sound in parts, contains older facilities that are functionally outdated for modern healthcare or office use. Many industrial parcels include older warehouses with environmental concerns such as potential soil contamination, outdated electrical systems, and limited loading or circulation capacity. Together, these conditions limit private reinvestment and create visual and functional blight along one of Eau Claire's key corridors.

Infrastructure

Clairemont Avenue serves as the district's primary transportation spine, carrying significant daily traffic volumes and connecting the district to downtown and surrounding neighborhoods. Despite this, pedestrian and bicycle connections are limited, creating barriers to safe access and reducing the district's potential as a walkable, mixed-use destination. Utilities—including water, sewer, and electricity—are largely sufficient to support redevelopment but are aging and may require upgrades or relocation to accommodate new construction. Stormwater management is minimal, and portions of sites within the district are subject to localized flooding, necessitating coordination with the city's stormwater and floodplain management programs.

Environmental Features

The district's adjacency to the Chippewa River presents both challenges and opportunities. Portions of the district are within the 100-year floodplain, requiring careful planning and design for any development. At the same time, the riverfront offers significant potential for public access, recreation, and ecological restoration. Riverbank stabilization, green infrastructure, and the creation of trails or parks could dramatically enhance the district's character and appeal.

Socioeconomic Context

The Riverbend Redevelopment District sits at a high-visibility corridor with significant potential to support new jobs, retail and service establishments, and housing options within close proximity to downtown Eau Claire. The district's location offers excellent regional access and visibility, making it attractive for mixed-use and commercial development. Redevelopment presents a rare opportunity to reconnect the community with the riverfront, create a vibrant economic hub, and set a new standard for urban design and sustainability in the city.

D. Need for Redevelopment

The Riverbend Redevelopment District clearly meets the statutory definition of "blight" under Wis. Stat. §66.1333(2m). The area contains multiple obsolete structures, including the former Shopko Plaza and Sacred Heart Hospital, which are functionally outdated and no longer viable for reuse without significant investment. In addition, aging industrial parcels along the riverfront, many with deferred maintenance and potential environmental concerns, further inhibit productive use. These physical conditions—combined with underutilized land, fragmented ownership, and limited connectivity—create barriers to private reinvestment and diminish the economic potential of the corridor.

Beyond physical deterioration, the district suffers from broader functional obsolescence. The current land use pattern does not reflect contemporary urban design principles, market demand, or community needs. Vacant and underutilized parcels along Clairemont Avenue reduce pedestrian activity, discourage commercial investment, and limit the attractiveness of surrounding neighborhoods. The riverfront, while a major natural asset, remains largely inaccessible to the public, further limiting the district's potential as a recreational and economic amenity for Eau Claire.

Without coordinated public intervention, these conditions are likely to persist. Private developers face high costs and risks related to site acquisition, demolition, environmental remediation, and infrastructure upgrades. As a result, parcels remain stagnant, tax base growth is suppressed, and opportunities to enhance public amenities and connectivity along the river are lost.

Redevelopment is necessary to overcome these challenges and unlock the district's full potential.

By removing obsolete structures, remediating environmental constraints, upgrading infrastructure, and guiding new development, the district can:

- Stimulate private investment and job creation.
- Increase the City's tax base and fiscal capacity.
- Expand housing options, including mixed-income and multi-family units.
- Enhance public access to the Chippewa River and improve recreational opportunities.

- Reconnect the district to the surrounding neighborhoods through streetscape improvements, pedestrian pathways, and bicycle infrastructure.

The need for redevelopment is further supported by Eau Claire’s strategic planning priorities, including downtown revitalization, riverfront activation, and sustainable growth. The Riverbend Redevelopment District represents a rare opportunity to transform a highly visible yet underperforming corridor into a vibrant, economically and socially productive part of the city.

E. Redevelopment Objectives

The overarching goal of the Riverbend Redevelopment District is to transform underutilized and obsolete properties into a vibrant, mixed-use corridor that supports economic growth, expands housing options, and reconnects the community to the Chippewa River. Redevelopment will be guided by principles of sustainability, equity, and placemaking, ensuring long-term benefits for both residents and businesses.

Economic Development and Innovation

A key objective is to attract private investment and foster a dynamic business environment. The former Sacred Heart Hospital site, due to its size, location, and visibility, is uniquely suited for high-impact, destination-oriented development.

Potential uses could include:

- **Commercial and Office Uses:** Redevelopment should encourage a mix of commercial and professional spaces that serve both neighborhood and regional markets. This may include professional services, healthcare and wellness providers, creative and design studios, and small- to mid-sized businesses seeking modern, flexible office environments. Adaptive reuse of existing buildings and new infill development can help introduce higher-value commercial activity while preserving the district’s character. These uses will strengthen the tax base, provide local employment, and diversify the area’s economic profile beyond traditional retail.
- **Innovation and Entrepreneurship:** The district can support emerging businesses and innovation-focused enterprises by providing spaces suited for co-working, small-scale research, or light technology production. Redevelopment may include privately developed incubator or accelerator spaces, shared laboratories, or flexible “maker” facilities that foster collaboration between entrepreneurs, educational institutions, and local industries. The City’s role will focus on enabling supportive infrastructure and maintaining zoning flexibility to attract market-driven innovation while remaining adaptable to evolving business models.
- **Mixed-Use Development:** Future development could integrate housing, retail, and employment spaces to create a vibrant, walkable environment. Projects that combine upper-story residential units with ground-floor commercial uses can support both neighborhood vitality and economic sustainability. Mixed-use development is also expected to contribute to corridor activation—bringing daytime employees, evening

residents, and weekend visitors together within a cohesive urban fabric. Building design should encourage active ground floors, pedestrian-friendly streetscapes, and seamless transitions to adjacent public spaces and trails.

- **Visitor and Event Uses:** The district's location and access make it well positioned to attract privately operated facilities that draw visitors and contribute to Eau Claire's identity as a regional destination. Future opportunities could include hospitality, meeting and conference spaces, boutique lodging, or year-round recreation and entertainment venues. These uses will complement nearby attractions, support local businesses, and help establish the Riverbend District as a place that balances community life with visitor appeal. Public investment in connectivity and placemaking will further enhance the district's visibility and attractiveness to these private ventures.

Housing and Residential Development

Redevelopment will include opportunities for new housing, with a mix of market-rate and affordable units. It should also balance new construction with reinvestment in surrounding neighborhoods, supporting long-term owner-occupancy and preservation of existing housing stock.

Residential development will aim to:

- Increase the district's population density to support retail, restaurants, and public amenities.
- Provide diverse housing types, including apartments, townhomes, and live-work units, catering to college students, young professionals, families, and empty-nesters.
- Integrate residential uses with riverfront access, parks, and trails, creating a walkable and connected community.

Public Realm and Connectivity

The district's proximity to the Chippewa River provides a unique opportunity to create an accessible, attractive public realm.

Objectives include:

- Restoring and stabilizing the riverbank to enhance ecological function and resilience.
- Creating riverfront trails, parks, and open spaces that link to surrounding neighborhoods.
- Improving streetscapes along Clairemont Avenue, Short Street, and Stein Boulevard to encourage pedestrian and bicycle connectivity.
- Integrating public amenities that complement private development, such as plazas, gathering spaces, and wayfinding elements.

Sustainability and Resilience

Redevelopment will incorporate best practices for environmental sustainability and climate resilience, including:

- Stormwater management systems that reduce flooding risks and improve water quality.
- Green building standards for new construction, including energy efficiency, renewable energy, and low-impact design.

- Preservation and enhancement of green space along the river and within development sites.

Community and Cultural Enhancement

The district aims to strengthen Eau Claire’s identity as a vibrant, active, and inclusive city.

Redevelopment will:

- Provide recreational, cultural, and educational opportunities through facilities such as a winter sports center and community programming within innovation park spaces.
- Encourage public-private partnerships that support workforce development, entrepreneurial growth, and local business incubation.
- Create a sense of place that reflects the city’s heritage, riverfront character, and community priorities.

Summary of Key Redevelopment Objectives

1. Activate underutilized and obsolete properties along Clairemont Avenue and the riverfront.
2. Develop the Sacred Heart Hospital site into a mixed-use space.
3. Provide new housing options to diversify and strengthen the neighborhood.
4. Enhance public access to the Chippewa River and expand recreational amenities.
5. Upgrade infrastructure to support safe, walkable, and sustainable development.
6. Stimulate private investment, increase tax base, and create jobs.
7. Foster a dynamic, inclusive, and resilient district that serves residents, businesses, and visitors alike.

F. Proposed Land Uses and Development Standards

Future Land Use Map

The Riverbend Redevelopment District will transition from largely obsolete retail, industrial and institutional uses to a vibrant, mixed-use corridor that supports residential, commercial, office, and recreational activity. The district’s layout is guided by a combination of market demand, community input, and strategic placement of catalytic developments. Proposed land uses aim to integrate public and private spaces, create connectivity to the riverfront, and maximize visibility along Clairemont Avenue.

Former Shopko Site

The former Shopko property is identified in the City’s future land use map as an opportunity site for reinvestment and transition to more intensive urban uses. Redevelopment should emphasize a mix of commercial, residential, and employment-oriented uses that strengthen the corridor’s role as a key gateway into Eau Claire.

Future development should contribute to a more connected and pedestrian-friendly environment along Clairemont Avenue, supporting nearby neighborhoods and enhancing the visual quality of the corridor. Building design, scale, and site layout should promote

active street frontage, shared access, and integration of green space, reduction of excessive parking areas, and public amenities.

Consistent with the Comprehensive Plan, redevelopment of this site should advance community goals for corridor revitalization, expanded housing choice, and economic diversification while reinforcing the Clairemont & Riverfront District as a vibrant, mixed-use destination.

The area's redevelopment should align with broader community goals identified in the Comprehensive Plan—promoting reinvestment in underutilized properties, diversifying the city's housing and employment base, and enhancing access to the riverfront as a community asset.

As redevelopment advances, the City and RDA will focus on infrastructure coordination, streetscape design, and policy alignment to ensure that private development complements nearby sites and reinforces the district's identity as a key corridor connecting neighborhoods, downtown, and the riverfront.

Riverfront Parcels

The riverfront areas within the district are envisioned for restoration and public use consistent with the City's future land use map and open space priorities. Redevelopment should enhance the natural character of the Chippewa River while expanding public access and recreational opportunities.

Future improvements may include public open space, multi-use trail connections, and ecological restoration efforts that stabilize the riverbank, improve water quality, and strengthen the connection between the community and the riverfront. Design and programming should balance recreation with conservation, maintaining the ecological integrity of the river corridor while creating a safe and accessible public amenity that complements adjacent development.

These efforts will advance the Comprehensive Plan's broader goals of expanding riverfront access, promoting environmental stewardship, and integrating green infrastructure into urban redevelopment.

Design Standards

To ensure a cohesive and high-quality built environment, redevelopment will adhere to the following design principles:

- **Building Height and Massing:** Mid-rise structures along Clairemont Avenue with step-down heights near the river to preserve views and human-scale character.
- **Active Ground Floors:** Retail, dining, and community amenities at street level to encourage pedestrian engagement and visual interest.
- **Pedestrian Orientation:** Sidewalks, plazas, and connections designed to prioritize walking and cycling over vehicular traffic.

- **Integration with Green Spaces:** Buildings oriented to maximize access to parks, trails, and riverfront amenities.
- **Architectural Character:** Contemporary design compatible with Eau Claire’s identity, emphasizing transparency, articulation, and quality materials.
- **Sustainability Standards:** Energy-efficient buildings, stormwater management, and green infrastructure integrated throughout the district.

Relationship to Existing Plans

Redevelopment within the Riverbend District will advance the goals and policies established in the City of Eau Claire’s adopted planning documents, including the newly adopted Land Development Ordinance and the Comprehensive Plan. The district’s land use and design concepts are consistent with the Comprehensive Plan’s focus on infill development, mixed-use growth, and riverfront access. The Strategic Plan and Housing Study further guide implementation priorities related to housing diversity, affordability, and neighborhood reinvestment. This Redevelopment Plan will remain coordinated with future plan updates to ensure that objectives, metrics, and land-use designations evolve in step with broader City policy.

G. Implementation Strategy

The successful redevelopment of the Riverbend District will require a coordinated, phased approach combining public action, private investment, and strategic partnerships. This section outlines the tools, actions, and responsibilities necessary to achieve the district’s objectives while remaining adaptable to future market conditions and plan updates.

Property Acquisition

To facilitate cohesive redevelopment, the City of Eau Claire and the Redevelopment Authority (RDA) may consider acquisition of key parcels within the district, including:

- **Former Shopko Plaza:** A large, vacant commercial property along Clairemont Avenue with outdated structures and extensive surface parking. Acquisition or partnership would enable reinvestment consistent with the City’s future land use map and corridor revitalization goals.
- **Sacred Heart Hospital Site:** While privately owned, the RDA may evaluate acquisition or coordination options to ensure redevelopment aligns with community priorities and the Comprehensive Plan’s vision for mixed urban uses and public amenities.
- **Industrial Parcels:** Underutilized or environmentally constrained riverfront sites that may require land assembly to prepare for redevelopment and expand public access to the Chippewa River.

All acquisitions will comply with Wisconsin Statutes and City policy, ensuring transparency and fair compensation. Decisions will prioritize parcels critical to achieving catalytic redevelopment and infrastructure connectivity.

Demolition

The RDA will coordinate the demolition of obsolete structures that impede reinvestment:

- **Former Shopko Plaza:** Demolition of the retail structure once vacant to create a site suitable for a mixed-use anchor development.
- **Sacred Heart Hospital Campus:** Removal of multi-story, functionally obsolete buildings to prepare the site for mixed-use redevelopment.

Demolition will be conducted with attention to environmental safety, salvage opportunities, and minimal disruption to surrounding neighborhoods. Where feasible, materials will be recycled or repurposed to support sustainability goals.

Public Remediation

The RDA will coordinate removal of obsolete structures that impede investment. Demolition and environmental remediation will follow best practices for safety and sustainability, including material salvage and recycling where feasible. These activities will lay the groundwork for new construction consistent with the Comprehensive Plan's land use designations.

Public Improvements and Infrastructure

Public improvements will focus on creating a safe, connected, and attractive environment that encourages private investment. Priority projects include:

- Streetscape enhancements along Clairemont Avenue, Stein Boulevard, and Short Street to improve walkability and corridor appearance.
- Upgrades to stormwater management, utilities, and traffic infrastructure to support future development.
- Riverfront trail extensions and open space connections to link the district with nearby neighborhoods and downtown.

Coordination and Partnerships

Redevelopment will be carried out through collaboration among City departments, the RDA, the Housing Authority of Eau Claire, and a range of private and institutional partners. Coordination will focus on:

- **Commercial and Employment Redevelopment:** Partnering with private developers, local employers, and institutional stakeholders to attract new commercial, office, and mixed-use projects consistent with the district's land-use designations.

Efforts will prioritize job creation, corridor reinvestment, and adaptive reuse of underperforming commercial sites. Collaboration may include identifying catalytic anchor projects, supporting small-business growth, and aligning infrastructure improvements with market demand.

- **Residential Redevelopment:** Aligning housing initiatives with existing plans such as the Comprehensive Plan, Strategic Plan, and Housing Study.

Collaboration with the Housing Authority and private developers will help diversify housing options, encourage owner occupancy, and ensure long-term neighborhood stability, while preserving the RDA's focus on value creation and tax base growth. Coordination with the Housing Authority will also continue as development projects are

identified through joint planning discussions focused on aligning redevelopment goals with citywide housing priorities, recognizing that any formal partnership structure would be considered separately by the RDA and City Council.

- **Public and Community Coordination:** Engaging neighborhoods, nonprofit organizations, and environmental groups to ensure redevelopment enhances the public realm, expands access to the riverfront, and reflects community priorities.
- **Regulatory and Policy Coordination:** Maintaining regular consultation with the City Attorney's Office (Legal) and the City Manager's Office to ensure statutory compliance and alignment with adopted City policies.

Implementation Framework

Implementation will be adaptive and reviewed periodically to maintain alignment with market conditions and community priorities. The RDA will prepare progress reports summarizing project status, funding activity, and coordination efforts. A comprehensive redevelopment plan review and reauthorization will occur every five years to confirm that the district's goals and metrics remain relevant and achievable.

If amendments are needed, the Attorney's Office will review to ensure statutory compliance and policy consistency. Any amendments or reauthorizations will follow the same review and public process. After adoption by City Council, this Redevelopment Plan will be presented to the appropriate City boards, committees, and commissions to gather feedback for the implementation process.

H. Phasing and Timeline

Redevelopment of the Riverbend District will occur in deliberate, overlapping phases that correspond with market readiness, infrastructure capacity, and available funding. Each phase is designed to align with the City's adopted plans—including the Comprehensive Plan, Strategic Plan, and Housing Study—and to provide clear checkpoints for coordination, review, and adjustment.

Short-Term (1–5 Years)

Initial actions will focus on stabilization, clearance, and foundation-building:

- **Site Preparation:** Complete demolition and environmental remediation of obsolete buildings to create shovel-ready parcels.
- **Infrastructure Design:** Advance engineering for streetscape, stormwater, and utility upgrades consistent with the City's capital improvement planning.
- **Plan Coordination:** Confirm land-use and design frameworks with the Comprehensive Plan update and integrate neighborhood feedback through targeted engagement.
- **Early Partnerships:** Identify development partners for priority sites, particularly where public infrastructure or site assembly will catalyze reinvestment.
- **Baseline Data Collection:** Document existing property values, housing composition, and infrastructure conditions to establish benchmarks for future performance metrics.

Mid-Term (5–10 Years)

As sites become development-ready, the emphasis will shift toward construction and activation:

- **Private Development:** Facilitate mixed-use, residential, and commercial projects that conform to the future land-use map.
- **Public Improvements:** Implement corridor enhancements, pedestrian and bicycle facilities, and initial riverfront restoration projects.
- **Housing Diversity:** Support a range of housing options consistent with City housing goals and neighborhood context.
- **Economic Investment:** Encourage commercial and employment uses that strengthen the district's role as a gateway corridor.
- **Interagency Coordination:** Maintain close collaboration with the Housing Authority, City Departments, and the RDA to align project sequencing and leverage funding tools such as TIF and grants.

Long-Term (10+ Years)

Later phases will focus on full build-out and long-term sustainability:

- **District Completion:** Expand residential, commercial, and recreational uses to achieve a balanced, walkable environment.
- **Public Realm Enhancements:** Complete riverfront access, open-space networks, and ecological restoration.
- **Performance Review:** Evaluate progress toward plan objectives—such as property-value growth, housing balance, and neighborhood vitality—using metrics derived from the baseline data established earlier.
- **Plan Reauthorization:** Every five years, conduct a formal review of the plan's goals, metrics, and implementation strategies to ensure continued alignment with City priorities and evolving market conditions. As part of each five-year reauthorization, the plan will be reviewed by the City Attorney's Office and any appropriate City boards, committees, and commissions to ensure continued statutory compliance and policy alignment.

Ongoing Coordination

Throughout all phases, the RDA will coordinate closely with City departments, the Housing Authority, private developers, and community stakeholders. Annual progress summaries will be prepared for the RDA Board, documenting achievements, challenges, and upcoming priorities.

I. Financial Plan

The financial plan for the Riverbend Redevelopment District provides a framework for coordinating public and private investment necessary to implement the district's objectives. Rather than prescribing specific costs or fiscal projections, this plan establishes a process for evaluating financial needs and benefits on a project-by-project basis to ensure fiscal responsibility and long-term sustainability for the City of Eau Claire.

Estimated Costs

Public investment will primarily support activities such as site preparation, infrastructure upgrades, and public-realm improvements. These costs will be determined individually as projects advance through planning and design phases.

Typical categories of public investment may include:

1. **Demolition and Site Preparation:** Removal of obsolete structures, environmental remediation, and brownfield cleanup as required.
2. **Infrastructure Improvements:** Upgrades to utilities, stormwater systems, and transportation corridors to accommodate new development.
3. **Public Amenities:** Development of parks, trails, riverfront restoration, and other community features integrated with private redevelopment.
4. **Planning and Administration:** Design, engineering, permitting, and project management necessary to support coordinated implementation.

Funding Sources

A mix of public and private funding tools will be evaluated and applied as appropriate for each project:

- **Tax Increment Financing (TIF):** May be used to support eligible public improvements that enable redevelopment.
- **Grants and Incentives:** State and federal programs can assist with environmental remediation, infrastructure, or economic-development costs.
- **Municipal Financing Tools:** The City may consider bonds or other mechanisms for public infrastructure, repaid through future revenue streams.
- **Private Investment:** Primary funding for vertical construction, including residential, commercial, and mixed-use development, will come from private developers and investors.

Fiscal Impact

Fiscal impact and cost-benefit analysis will be conducted on a project-specific basis as proposals are reviewed by the City and RDA. This approach allows for accurate, up-to-date evaluation of market conditions, public costs, and anticipated tax-base growth. Over time, redevelopment is expected to enhance the City's fiscal position through expanded property values, new employment opportunities, and improved quality of life.

Financial Coordination

The RDA and City will maintain oversight of financial implementation through annual reporting, five-year plan reviews, and coordination with relevant City departments. Public resources will be prioritized for projects that demonstrate clear community benefit, leverage private investment, and align with adopted City plans and financial policies.

J. Evaluation and Monitoring

Baseline data established in Section C—such as assessed value, vacancy, and building condition—will serve as the reference point for all performance indicators. This approach ensures that each metric is directly traceable to the district's initial conditions.

Ongoing evaluation and monitoring will ensure that redevelopment of the Riverbend District remains aligned with City policies, market conditions, and community priorities. The intent is

not to fix rigid numerical targets but to provide a framework for tracking progress toward measurable outcomes over time.

Purpose and Approach

Evaluation will focus on how public and private actions within the district advance the goals established in the Comprehensive Plan, the Strategic Plan, and the Housing Study. The RDA will maintain flexibility to adapt its strategies as market trends, housing needs, and environmental conditions evolve.

Monitoring will combine quantitative and qualitative indicators derived from existing City data sources such as the assessor's database, housing inventories, building-permit records, and environmental assessments.

Baseline and Relationship to Existing Conditions

The existing-conditions analysis in this plan establishes the baseline for evaluating progress. Current information on land use, building condition, property values, and housing tenure will serve as reference points for measuring change over the life of the district. Future updates will compare new data to these baselines to identify areas of success and where additional public investment may be warranted.

These baseline data points—building condition, vacancy, assessed value, and housing tenure—will form the foundation for evaluating progress through metrics such as value per acre, owner-occupancy rates, and the reduction of blighted properties.

Key Performance Areas

Progress will be tracked within several performance areas, rather than through fixed numerical metrics:

- **Blight Reduction and Site Readiness:** Number and square footage of obsolete or vacant structures removed; environmental remediation completed.
- **Housing and Neighborhood Stability:** Change in the share of owner-occupied units; creation of affordable or mixed-income housing; building rehabilitation or infill activity that supports neighborhood preservation.
- **Neighborhood Preservation:** Monitoring rehabilitation and reinvestment in existing housing stock, property maintenance trends, and infrastructure improvements that support long-term neighborhood stability and character.
- **Economic Value and Employment:** Growth in assessed value and value per acre; number of new or retained jobs; diversification of commercial activity.
- **Riverfront and Public Realm:** Acres of accessible open space and riverfront restored; new trail or pedestrian connections; qualitative assessments of ecological health.
- **Infrastructure and Sustainability:** Improvements to stormwater systems, multimodal connectivity, and energy-efficient construction.

These categories align with existing City reporting frameworks and can be refined as data collection capacity expands.

Monitoring Process

Annual Summary: Each year, the RDA will prepare a summary of redevelopment activities, infrastructure projects, and private investment within the district for review by the RDA Board and City Council.

Five-Year Review and Reauthorization: Every five years, a comprehensive review will evaluate plan goals, implementation progress, and metric trends. Based on that review, the RDA may recommend amendments or reauthorization of the plan to maintain consistency with current City objectives.

Public Transparency: Summaries and findings will be made publicly available and incorporated into broader City performance dashboards where feasible.

Adaptive Management: Findings will inform adjustments to phasing, partnerships, and investment priorities to ensure that redevelopment remains financially and socially sustainable.

K. Maps and Supporting Materials

Exhibit A: Map of Riverbend District Boundaries

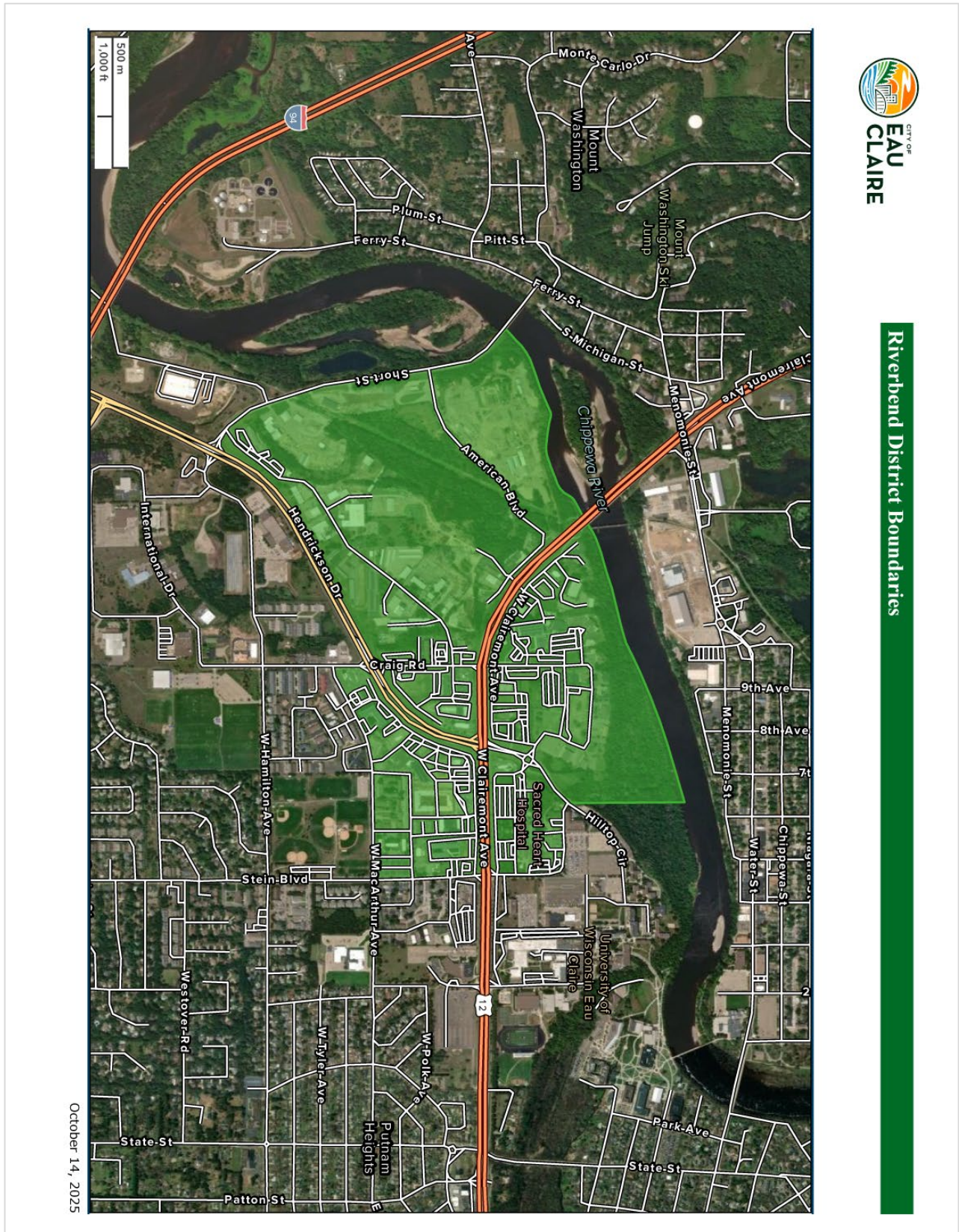


Exhibit B: Map of Riverbend District Future Land Use by Parcel

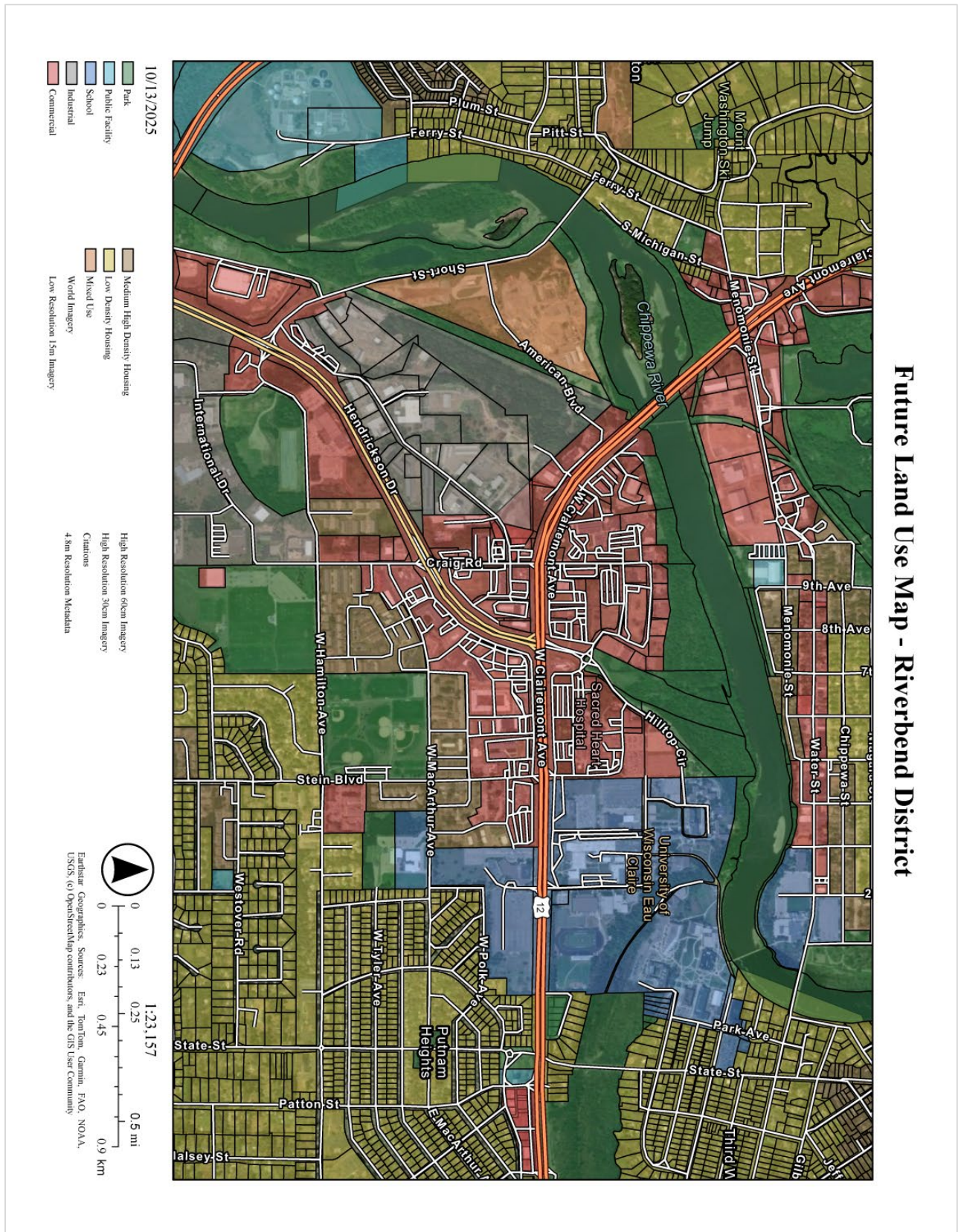
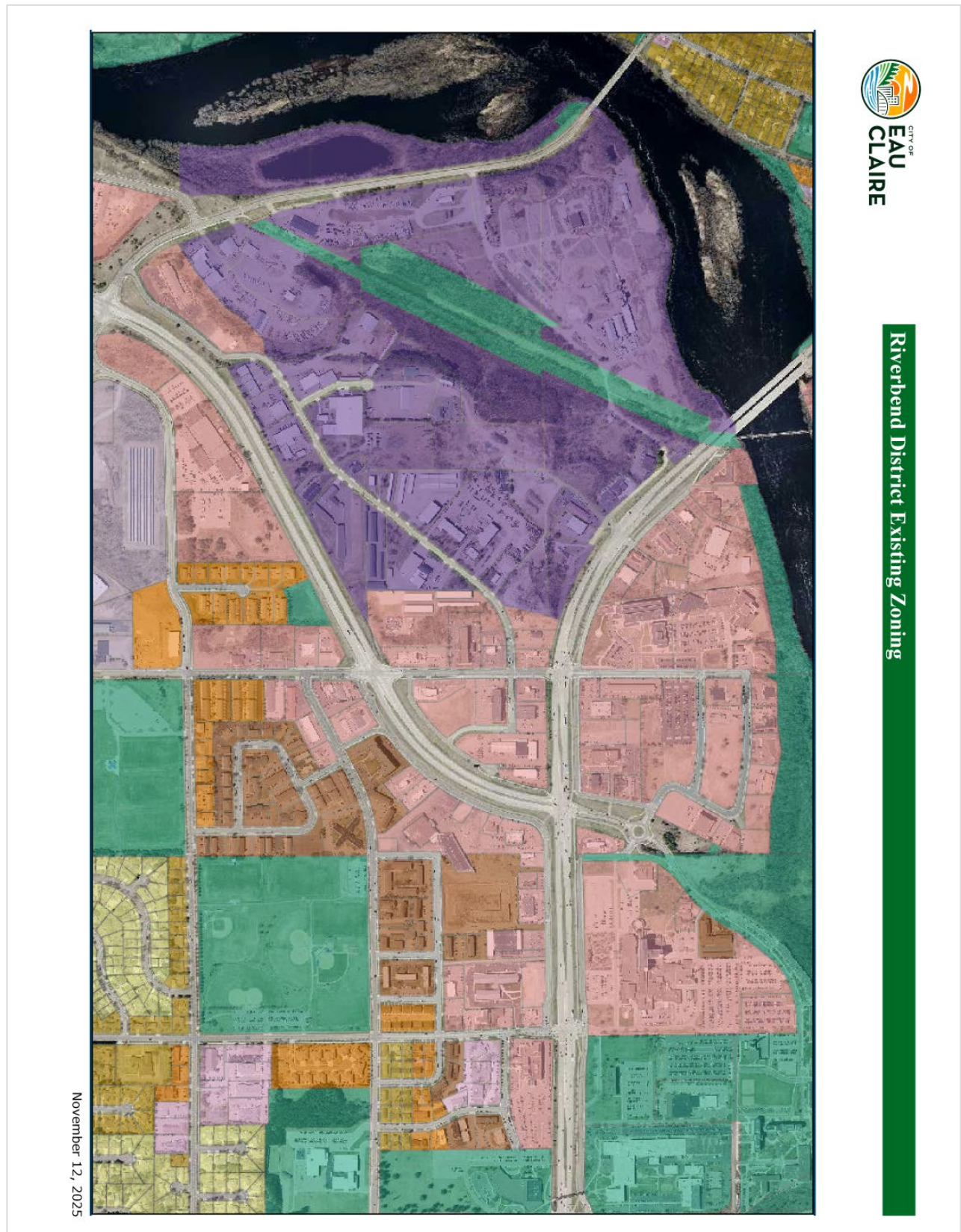


Exhibit C: Map of Existing Zoning in Riverbend District



CITY OF
Eau Claire

Riverbend District overlaid in Green

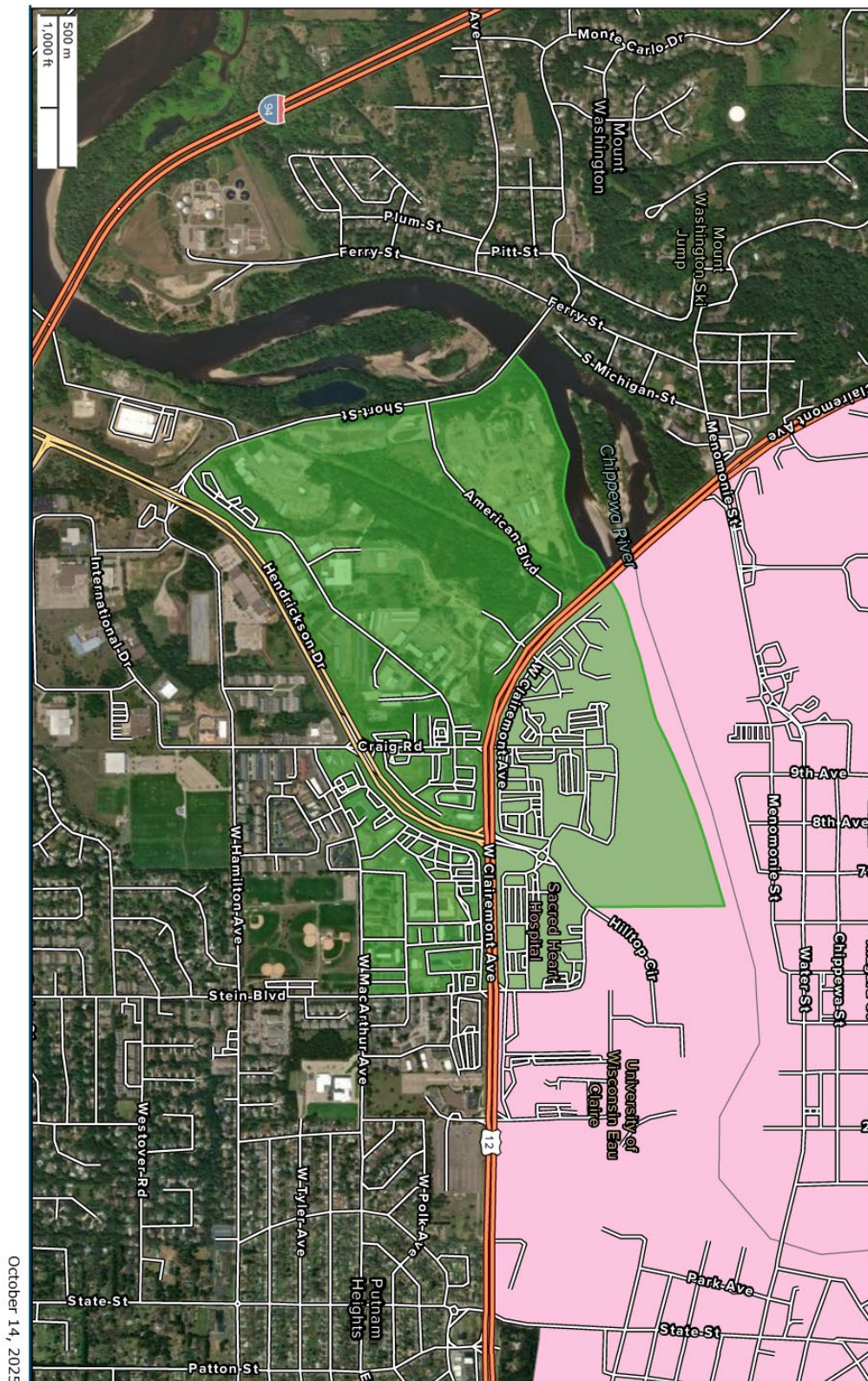


Exhibit E: Map of Flood Plain in Riverbend District



Exhibit F: City of Eau Claire Comprehensive Plan
See Attached

Exhibit G: City of Eau Claire Strategic Plan
See Attached

Exhibit H: Eau Claire Regional Housing Study
See Attached