



Chippewa County Comprehensive Plan Update

Over the next 18 months, Chippewa County, with assistance from the West Central Wisconsin Regional Planning Commission (WCWRPC), will be updating its Comprehensive Plan. The Comprehensive Plan is a roadmap for the future of the County and serves as a guide for decision making about growth, development, and the overall well-being of the community over the next 20 years.

What is a Comprehensive Plan?

A Comprehensive Plan is a document to guide the physical, social, and economic development of a county or community. The plan provides an inventory on existing conditions, sets a vision for the future, identifies issues or barriers to achieving the vision, sets goals and priorities, and develops a guide for action. The 9 required elements of the Plan include:

- Issues & Opportunities
- Housing
- Transportation
- Utilities and Community Facilities
- Agricultural, Natural & Cultural Resources
- Economic Development
- Intergovernmental Cooperation
- Land Use
- Implementation

The plan will be a countywide plan but will emphasize the rural unincorporated Towns. Existing County and community plans will be reviewed and incorporated. While consistency with other plans is a goal, it is not required. The Comprehensive Plan is a vision; it is not regulation nor does it require the County or its communities to create any new programs.

Incorporating Farmland Preservation Planning

The Agricultural element of the Comprehensive Plan will also serve as an update to the County's Farmland Preservation Plan. To participate in the State's program, Chippewa County has maintained a farmland preservation plan; the purpose of the plan is to protect agricultural land uses within the County, promote incentives for preserving farmland, and to plan for future agricultural needs. The plan update will address Wisconsin's farmland preservation planning requirements in WI Stats. §91.1, including:

- Identify, assess, and map agricultural preservation areas countywide.
- Document the county's agricultural trends and resources.
- Establish goals and policies related to farmland preservation and the development of enterprises related to agriculture.
- Create strategies to preserve farmland.



Why is Chippewa County updating its Comprehensive Plan?

Chippewa County's Comprehensive Plan was adopted in 2010; the plan needs to be updated to address current conditions and priorities of the County. Wisconsin law also requires that a Comprehensive Plan be updated once every 10 years. The current County Comprehensive Plan is available on the County's website at <https://www.chippewacountywi.gov/government/planning-zoning/comprehensive-planning>.

State law requires counties and communities to carry out long-range planning to inform future development decisions and requires certain actions, such as zoning, land divisions, and official mapping, to be consistent with the plan. Comprehensive planning can help communities identify critical issues, obtain public input, focus resources, realize efficiencies, and prevent conflict. A plan becomes a guide to decision-making which encourages consistency, while helps to avoid arbitrary and uninformed decisions. It can also be used to support and secure grant funding for projects.

What is the timeline for the project?

The plan update process is expected to kickoff in January 2025 and take approximately 18 months to complete.

What is the process for updating the Plan?

The Chippewa County Planning & Zoning Committee (P&Z) will guide the plan update, with seven Committee meetings expected. All Committee meetings will be noticed and are open to the public. Focus Groups will also be used to provide direction on a specific topic. Additional public input opportunities include:

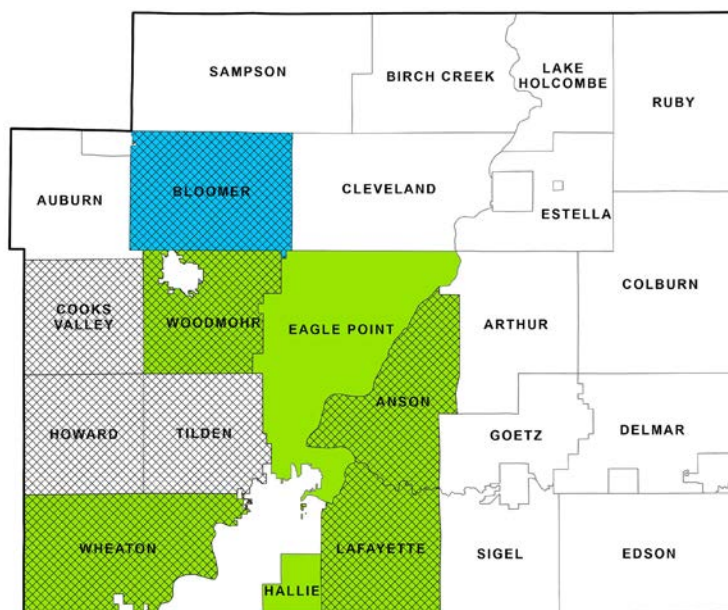
- Chippewa County Quarterly Towns Association Mtg.
- Online Community Survey
- Mailed Farmland Owner Survey
- Meetings with zoned towns
- Public Hearing

Want more information?

Please contact:

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(715) 726-7941

Please check the Chippewa County website for meeting notices.



- ▨ Towns with Subdivision Regulations
- Towns with Chippewa County Zoning
- Towns with Town Zoning

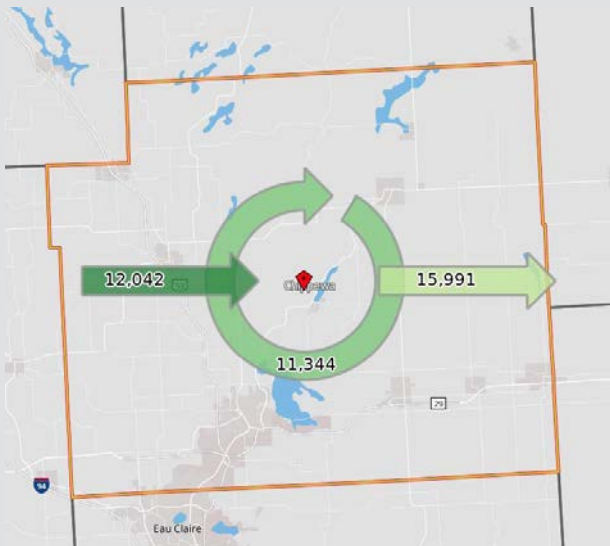
(Some towns may have additional land use or minimum lot size standards.)

Population, Economic & Housing Characteristics, 2000 to 2020

	2000 Census	2020 Census	# Change	% Change
Population	55,195	66,297	11,102	20.1%
Median Age	37.6	41.7	4	10.9%
# of Households	21,356	26,287	4,931	23.1%
Average Household Size	2.53	2.41	-0.12	-4.6%
% of One Person Households	24.7%	27.6%	1,978	-
% of Households with Individuals Under 18 Years	35.5%	27.9%	-227	-
Total Housing Units	22,821	28,688	5,867	25.7%
Seasonal or Migrant	694	1,380	686	98.8%
Total Vacant Units	1,465	2,401	936	63.9%
	2000 Census	2019-2023 ACS	# Change	% Change
Median Household Income	\$39,536	\$74,009	\$34,473	87.2%
Median Owner Income	\$45,196	\$87,069	\$41,873	92.6%
Median Renter Income	\$24,388	\$45,903	\$21,515	88.2%
Median Home Value	\$88,100	\$237,700	\$149,600	169.8%
Median Gross Rent	\$446	\$963	\$517	115.9%
% Owners Cost-Burdened	14.9%	17.8%	-	-
% Renters Cost-Burdened	30.5%	43.3%	-	-
Median # of Rooms	5.5	6.0	0.5	9.09%
Structures 50 Years or Older (pre 1950 & 1970)	8,066	10,970	2,904	36.0%
% of Structures 50 Years or Older	35.3%	37.8%	2.5%	-
Single Family Units	17,570	23,414	5,844	33.3%
Multi-Family Units (2+ units)	3,811	4,305	494	13.0%
Mobile Homes	1,436	1,294	-142	-9.9%

- Total population has increased 20% over the last 20 years, with some communities experiencing a loss.
- The County's population is aging. The median age increased 4.0 years from 2000 to 2020.
- While the County's median household income is increasing, it has not kept pace with increasing home values and housing rent over the past 20 years.
- About 8.3% of County residents live below the poverty level. Further, according to the United Way, 21% of households in the County are living paycheck to paycheck and are struggling to pay for housing costs, food, child care, and other basic expenses.

Inflow/Outflow Job Counts, 2022 Primary Job



- 42% of Chippewa County residents who are employed have a primary job inside Chippewa County while 58% leave the County for work.
- 49% of the Chippewa County workforce is comprised of Chippewa County residents, while 21% commutes in from Eau Claire County; 4% from Dunn County and 3% from Barron County.

source: Longitudinal Employer-Household Dynamics

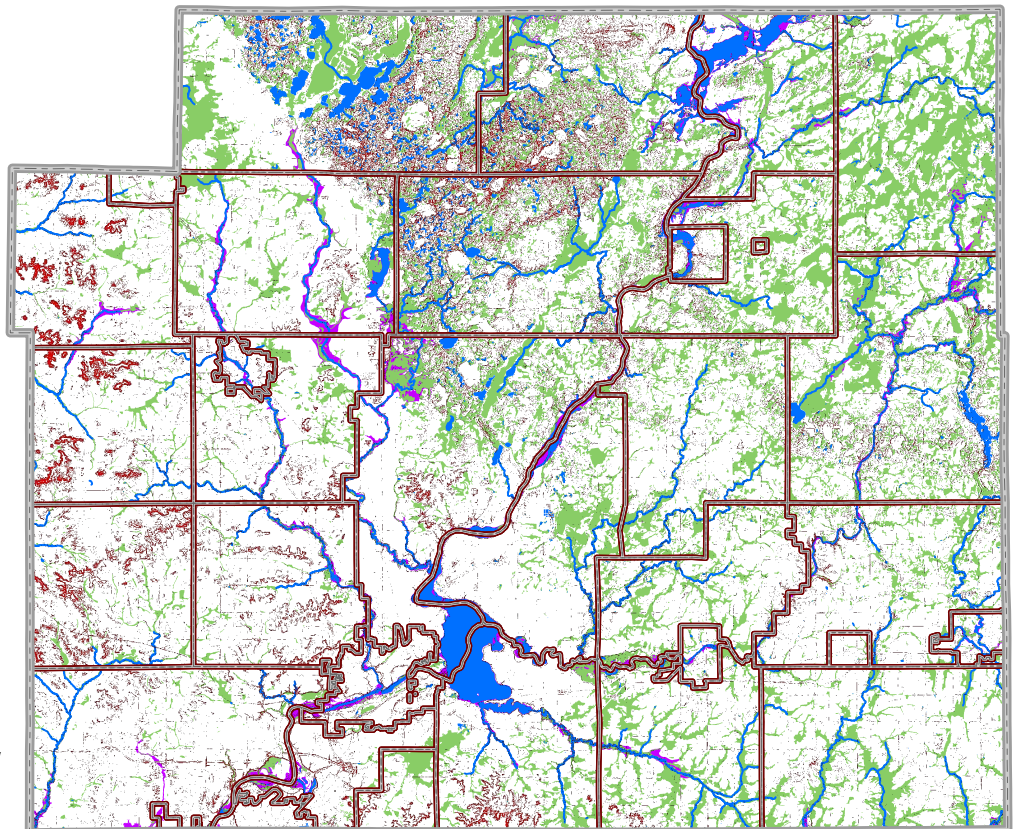
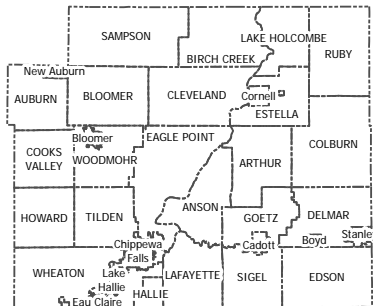
Industry Description	2023 Jobs	2023 Payrolled Business Locations
Manufacturing	5,832	123
Government	3,762	94
Retail Trade	3,741	200
Health Care and Social Assistance	3,415	351
Construction	2,244	215
Accommodation and Food Services	2,035	161
Transportation and Warehousing	1,896	104
Other Services (except Public Administration)	1,349	113
Wholesale Trade	874	79
Administrative and Support and Waste Management and Remediation Services	843	69
Professional, Scientific, and Technical Services	824	101
Agriculture, Forestry, Fishing and Hunting	778	53
Finance and Insurance	590	84
Educational Services	524	13
Arts, Entertainment, and Recreation	437	27
Management of Companies and Enterprises	205	14
Real Estate and Rental and Leasing	190	34
Information	125	15
Utilities	61	4
Mining, Quarrying, and Oil and Gas Extraction	14	3
Unclassified Industry	0	0

source: 2024.4 – QCEW Employees, Non-QCEW Employees, and Self-Employed

Chippewa County's economy is diverse. The County's employment share is higher than county averages nationally in capital/resource-intensive jobs (e.g., manufacturing), distribution, research & technology, and agriculture/natural resources industries.

Legend

- Steep Slopes (20% or greater)
- Wetlands
- 100-yr Floodplain
- Surface Water
- Municipal Boundaries
- Chippewa County



January 2025



Environmentally Sensitive Lands Chippewa County, Wisconsin

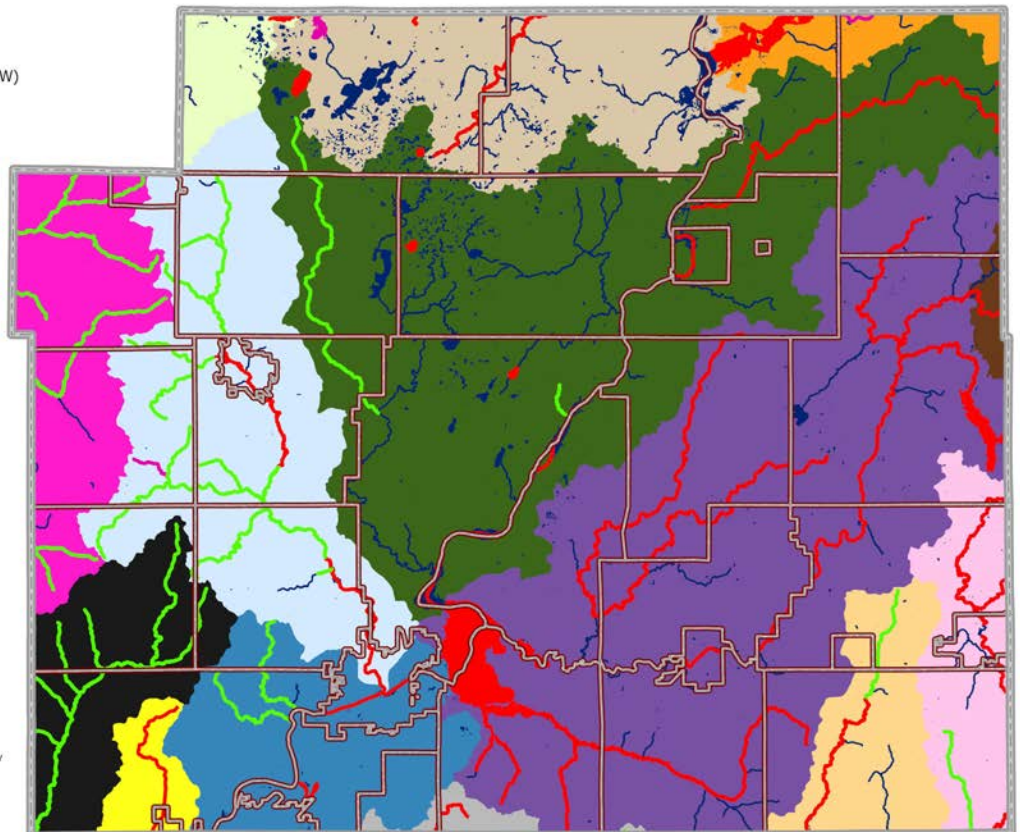
Data Sources:
WisDOT, WisDNR,
WisDOA, Chippewa County.

0 1 2 4 Miles



Legend

- Chippewa County
- Municipal Boundaries
- ~ Trout Streams (Class I-III)
- Outstanding and Exceptional Resource Waters (OERW)
- Impaired Waters
- Surface Water
- HUC 10 Name
 - Duncan Creek
 - Eau Claire River
 - Elk Creek
 - Fisher River-Chippewa River
 - Hay Creek-Eau Claire River
 - Headwaters Yellow River
 - Holcombe Flowage-Chippewa River
 - Jump River
 - Lake Chetek
 - Lake Wissota
 - Lower Pine Creek-Red Cedar River
 - Lowes Creek-Chippewa River
 - North Fork Eau Claire River
 - Trout Creek-Chippewa River



January 2025



Resource & Impaired Waters Chippewa County, Wisconsin

Data Sources:
WisDOT, WisDNR,
WisDOA

0 1 2 4 Miles

