



Cannery Trail Residences, LLC
To: City of Eau Claire Staff
Re: Final Site Plan Submittal
June 14th, 2019

1. Development Scope

Cannery Trail Residences will be a mixed-income community in the redeveloping Cannery District of Downtown Eau Claire. The site is located across from the existing Children's Museum and newly constructed Brewing Projekt. The proposed phase 1 development is a 71-unit market rate housing development. Construction is planned to commence this summer with a grand opening summer of 2020.

Phase 2 will be located directly to the south of phase 1 and contain 41 workforce housing residences. The developer will be applying for 9% WHEDA LIHTC's this December in order to allow for 85% of the residences to be work-force housing residences. If awarded the tax credits, the majority of the residents in this phase will have incomes ranging from 30-60% of the county median income (CMI) and these rental rates will also follow WHEDA's income restricted rental rates each for each income level. If the 9% LIHTCs are not awarded for this phase 2 development, the developer will still set aside 30% of the phase 2 residences for residents earning 60% or less than the CMI. These housing units will have maximum monthly rental rates that will follow WHEDA's income restricted rental rate schedule each year.

Along with basement parking, amenities of the development will include a community room with table games, high speed internet and a coffee bar. Off the community room will be a landscaped courtyard gathering space with seating areas, barbeque grills and a fire pit. Residents living in phase 2 will also share these 1st phase amenities. Other building amenities include a fitness center, lobby with a large mail/package room, storage units, bike storage, key fob entrances, 24-hour security cameras throughout and a dog shower room in the heated parking garage.

Our market study has shown a lack of quality housing units downtown Eau Claire, at both affordable and market rates. We anticipate that this community will answer this apparent need.

2. Design

Although this project is slightly more modern in design, it attempts, in part, to maintain the similar vertical and horizontal rhythms reminiscent of the historical buildings in the area. Notably, a first floor that is differentiated, both materially and rhythmically, from the floors above, as well as upper floors enclosed with large, vertically oriented windows, and lastly, an articulated cornice that crowns the building's parapet--a key design feature seen among many buildings in central business districts of Eau Claire.

Similar to the longevity of historical materials such as brick and stone, this project proposes a number of modern materials that too possess a track record of durability. Known for its resistance to weathering, the majority of the facade will be covered in vertically oriented cement fiber panels. Also known for its longevity, the first-floor wall, and adjoining patios, will be clad in composite wood siding and decking. In addition to providing memorable architectural feature, a translucent, impact resistant, polycarbonate panel will provide ample interior light to a select few locations throughout the project.

3. Phase 1 Project Description

- Type of project: **Market Rate Housing Development**
- Phase 1 Parcels: 090022, 090023, 090024, 090025, 090027, 090029
- Number of Units: **71**
 - Dwelling Unit Mix
 - Studios: **35** (505sf average)
 - One Bedroom: **19** (712sf average)
 - Two Bedroom: **17** (1,226sf average)
- Parking
 - Vehicle Stalls: **68**
 - Stall/Unit Ratio: 0.95
 - Bicycle Stalls: **53**
- Stories: **3**
- Areas
 - Lot: **34,253sf = 0.79acres**
 - Building footprints (exterior walls)
 - Basement: **27,273 SF**
 - 1st Floor: **19,458 SF**
 - 2nd Floor: **21,420 SF**
 - 3rd Floor: **21,454 SF**
 - Total: **89,605 SF**
 - Density
 - Dwelling Units / Acre: 71units/0.79acres = **89.9 units/acre**

4. Phase 2 Project Description

- Type of project: **Affordable/Workforce Housing Development**
- Phase 1 Parcels: 090021, 090030
- Number of Units: **41**
 - Dwelling Unit Mix
 - Studios: **7** (526sf average)
 - One Bedroom: **14** (714sf average)
 - Two Bedroom: **12** (1,050sf average)
 - Three Bedroom: **8** (1,293sf average)
- Parking
 - Vehicle Stalls: **57**
 - Stall/Unit Ratio: 1.39
 - Bicycle Stalls: **46**
- Stories: **3**
- Areas
 - Lot: **23,170sf = 0.53 acres**
 - Building footprints (exterior walls)
 - Basement: **19,657 SF**
 - 1st Floor: **13,097 SF**
 - 2nd Floor: **14,839 SF**
 - 3rd Floor: **14,839 SF**
 - Total: **62,432 SF**
 - Density

- Dwelling Units / Acre: 41units/0.53acres = **77.4 units/acre**

Developer:	Architect:	Civil:
W Capital Group, LLC tyler@wcapitalgroupe.com 907 Graham Ave. Eau Claire, WI 54701 608.345.9848	Opening Design 316 W Washington Ave Suite 675 Madison, WI 53703 ryan@openingdesign.com 773.425.6456	Cedar Corp 604 Wilson Avenue Menomonie, WI 54751 715-235-9081

As part of the General Development Plan (GDP) submission, the following bullet points were requested and approved at the (1/18/2019) Plan Commission and (1/22/2019) City Council meeting. The items in italics, however, are proposed changes in light of budgetary constraints or more generous changes in light of additional information since the team's last GDP submission.

a) **Setbacks**

- Along Oxford Ave.
 - **12ft** front yard setback for the 2nd and 3rd floors.
 - **15ft** front yard setback for the 1st floor.
- Along Maxon St:
 - **10ft** front yard setback for the 2nd and 3rd floors.
 - **13ft** front yard setback for the 1st floor.
 - *The garage door was originally proposed with a **15ft** setback, but due to improved structural efficiencies with aligning the main garage door with the main wall, and the fact that we have a longer driveway from the garage door to the street than originally anticipated (**34ft**), we are proposing a **13ft** setback here.*
- Side yard setback
 - West: **12ft**
 - South: **12ft**
- Basement Setbacks
 - North: **15ft**
 - East: **15ft**
 - South: **0ft (2nd phase)**
 - West: **1'-11"ft**

b) **Encroachments**

- Balconies on the 2nd and 3rd Floors
 - Front yard setbacks
 - Along Oxford Ave.: a **5ft** encroachment into the **12ft** front yard setback (will be **7ft** from property line)
 - Along Maxon St.: a **5ft** encroachment into the **10ft** front yard setback (will be 5ft from property line)
 - Side Yard - **1ft** encroachment into the required **8ft** side yard setback (will be **7ft** from property line)
- Porches on the 1st Floor

- Per the requirements outlined in 18.20.060, all the proposed patios/decks in the project (all less than **3ft** above the ground) will not exceed a **10ft** encroachment in the front yard or **3ft** encroachment in the side yard.

Perspective

The following perspective was also provided for the GDP submission. *Proposed changes in italics.*

c) **Realizing a pedestrian friendly corridor**

Per the desires outlined in the *Cannery District's Redevelopment Plan and Health Impact Assessment (HIA)* we too would like to use this project to create a more pedestrian friendly corridor. Per the conventional wisdom of urban design, the more well defined a street is, the more pedestrian oriented it will be. And a well defined street is derived, in part, from consistent setbacks among adjacent buildings as well as building that are relatively close the street's edge.

In this light, we would like to reduce the 20ft front yard setback requirement to better harmonize with the adjacent properties--namely the neighboring Children's Museum and Brewing Projekt to name a few. The site plan on sheet A100 provides a little more context of the existing fabric and the prevailing setbacks.

The reduced setback request also addresses section 18.20.080-C of the current zoning code, whose purpose is to "encourage buildings to be in general alignment with each other along a street on a block and to prevent the location of buildings a substantial distance behind the front yard setback of buildings on abutting lots."

Also, to provide a little more visual intrigue along a potentially long, and unarticulated facade, the design proposes a rhythm of balconies and patios of varying widths and spacing along the facade.

d) **Accommodating adequate parking**

As stated, the required setbacks/encroachments for this project would dramatically decrease the number of parking stalls that would fit within the footprint of the basement. Although we understand that the basement walls could move further out toward the property lines, cost-wise we are hesitant to do so, due to the additional cost of waterproofing those areas that are no longer in alignment with the building walls above. As currently designed, to accommodate a 0.8 stall/bed ratio, the south and west wall of the basement is pushed outside the building's footprint.

e) **1st Floor setback is larger than upper floors.**

In order to address the increased risk of accidents from errant vehicles, the 1st floor is set back an additional 3ft relative to the floors above--that is, the exterior wall along Oxford will be 15ft from the property line, and along Maxon will be 13ft.

f) **1st Floor on a raised plinth.**

To further address tenant's safety from vehicle accidents, as well as provide tenants additional privacy, the entire 1st floor is raised 30" above the sidewalk level along Oxford, and part the way along Maxon.

For our GDP submission we had proposed that these raised, outdoor patios would be constructed of precast, however, due to budgetary constraints we would like to propose that these raised deck be constructed of more conventional lumber as well.

We believe that the measures outlined above strike a balance between the main design and organizing factors common among contemporary planned development projects. We hope to realize a project that balances the

necessary vehicle requirements without compromising the safety and aspirations for a pedestrian oriented environment, as well as one that will play a part in making the Cannery District a unique destination in the coming years.

We are excited to be a participant in the redevelopment of the Cannery District. Thank you for your consideration.

Thank you for your consideration,

 6/14/19
Tyler J. Warner, Managing Member
W Capital Group, LLC

Attached to this narrative are the following:

1. Site Plans and Renderings
2. Civil Engineering Plans