

Cannery District Redevelopment Plan



Prepared for:
Eau Claire Redevelopment Authority

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Cannery District

Redevelopment Plan

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Introduction

Study Area

In 2011 the City of Eau Claire developed the West Riverside Neighborhood Plan. This plan set the framework for the future of the neighborhood and the revitalization of the west bank of the Chippewa River north of Madison Street. This area of the City has a rich history of industry that is unique to the City of Eau Claire and was the next phase of the community's growth beyond the Logging industry. The development of the food processing industry in Eau Claire was centered in this lower west side location that is now giving the name "Cannery District" to this commercial and residential redevelopment of this area.

The boundaries of the West Riverside District are significantly different than the study area of the Cannery District. The defined boundary of the Cannery District is defined by the Chippewa River from Madison Street to the north pedestrian bridge. The development area varies along the west boundary. From Madison Street to Platt Street the study area follows Mappa Street, north of Platt Street the boundary shifts to Second Street. In 2015, a park plan was developed to identify the public space to be associated with the redevelopment area. That plan is included in Appendix A.



Figure 1 Inventory of the Cannery District

Background

West Riverside Plan

The West Riverside Plan (prepared in 2011) identified the study area to be the greater neighborhood. As part of the Westside Plan (page 60 to 67), three major planning areas are identified to be included in the Cannery Redevelopment plan: Madison Street to Platt Street, Platt Street to Maple Street and Maple Street to the Trestle Bridge.



Figure 2 Planning Area - Opportunity and Constraint

The Process

Public Involvement

To garner public input, a public information meeting was conducted at the Lazy Monk Brewery on January 21, 2017. Nearly 100 people crowded into the meeting room to take part in a straw poll.

The presentation began with summarizing the previous park planning project to give context to where the development areas would be within the Cannery District. A brief presentation on the history of the district was given prior to the straw poll. As they entered, each attendee was given a green stick if they were a resident of the neighborhood and an orange stick if they were non-neighborhood members of the community. A series of questions were asked and if the attendees tended to agree with the question they raised their stick. Staff then counted the sticks and tabulated the results. Attendees did not raise their stick if they were not in favor of the question. The following are the results of that poll:

PUBLIC INFORMATION MEETING
LAZY MONK JANUARY 21, 2016
SUMMARY OF STRAW POLL

Assets

How many feel the location is an asset?

► Neighbors 25 Community 71

Who feels the adjacencies of Kwik Trip and Family Video are positive?

► Neighbors/Community: 4 agreed that Family video/72 agreed KT

As an asset, close to Mayo Clinic Health System and LE Phillips Senior Center would this neighborhood be appropriate for elderly housing?

► Neighbors 25 Community 71

As an asset, would this be appropriate for student housing?

► Neighbors 3 Community 3

Do you think the Indianhead Foods Building an asset that should be preserved?

► Neighbors 5 Community 23

Proximity

Would you see development north of Platt Street being more residential?

► Neighbors 7 Community (missed total)

Architectural Styles

Do you think this area should have a distinct architectural style?

► Neighbors 8 Community 36

Do you feel that the building should reflect a diverse architectural style?

► Neighbors 5 Community 10

Auto Centric vs Pedestrian Focused

Do you feel this would be best as a vehicle friendly development?

► Neighbors 2 Community 9

Do you feel this would be best as a pedestrian friendly development?

► Neighbors 14 Community 43

Parking

Is retail parking better in a parking lot?

► Neighbors 7 Community 26

Is retail parking better on the street?

► Neighbors 4 Community 7

Do you think residential area should have surface?

► Neighbors 7 Community 11

Underground parking?

► Neighbors 8 Community 33

River Banktreatment

The design intent is to open a view corridor to the river. Should the river bank be maintained south of Platt Street with a more open canopy?

► Neighbors 10 Community 26

Mixed Use

If it's residential, would you want to see:

Apartments/condos?

► Neighbors 23 Community 64

Low income housing?

► Neighbors 23 Community 64

Elderly?

► Neighbors 23 Community 64

Market rate housing?

► Neighbors 23 Community 64

Do you see this development needing a restaurant?

► Neighbors 14 Community 44

Do you see this development needing a grocery store?

► Neighbors 22 Community 40

Office

Could you see this development having buildings of all office space?

► Neighbors 2 Community 7

Building

Do you see this development having a mix of building types: Housing, office, retail, mixed?

► Neighbors 23 Community 48

Sizing - how many stories for buildings?

5	Neighbors	1	Community 0
4	Neighbors	4	Community 16
3	Neighbors	7	Community 26
2	Neighbors	4	Community 0

The redevelopment strategies are a summary of discussion points taken from the meeting defining the type of development options that would be acceptable in the three areas defined as the potential redevelopment areas of the Cannery District.

Redevelopment Strategies

Madison Street to Platt Street

- Mixed use urban streetscape with 0 foot street offset
- Development Options:
 - Retail / Office
 - Retail/ Office / Residential
 - Office / Residential
 - Other

Platt Street to Maple Street

- High density residential
 - Market Rate
 - Subsidized and Market Rate
 - Senior / Subsidized / Market Rate
 - Mixed Use (service) / Residential
 - Condominiums
- Commons area
- First Street offset matches neighborhood

North of Maple Street: Neighborhood Redevelopment areas

- ▶ Single Family Homes
- ▶ Townhouses
- ▶ 4-Plexes
- ▶ Larger Residential Condominiums
- ▶ Senior Housing
- ▶ Subsidized Housing

Design Criteria

The attached illustrates the opportunities and constraints that were identified within the Study area. In addition to the physical characteristics of the site, areas for potential redevelopment were identified in this analysis.

After further consultation with the Redevelopment Authority, acreage was identified for the potential redevelopment areas within the Cannery District.



Figure 3 Redevelopment areas

Next, to help develop options for what the potential redevelopment opportunities may be, four redevelopment concepts were developed for consideration, and to develop a clearer direction from the RDA to develop a preliminary redevelopment plan. These three concepts are included in Appendix B.

After considering the four options, the RDA determined that the following approach represented the direction for the redevelopment of the Cannery District.

Madison Street to Platt Street

Presently this area is a mix of commercial, light industrial and residential with a Children's Theater representing the changing uses within the district. The traffic flow through this area has the highest average daily traffic of any of the three redevelopment areas. This traffic flow will continue to occur in the district unless the City of Eau Claire reroutes the flow of traffic from the Westside of Eau Claire to another arterial street. The traffic does get congested at the Madison and Oxford intersection. Determining what the impact on redevelopment is by changing arterial connections will need to be further evaluated with a traffic study.

This area has the most historic character of any of the three redevelopment zones. The Children's Theater commitment to relocate has set a positive example for redevelopment in this zone. The 1807 property is also identified for redevelopment and these two structures will help preserve the historic character of the Cannery District. Maintaining a mix use urban design in this area is the preferred approach to redeveloping this gateway area.

Platt Street to Maple Street

The Platt Street to Maple Street area has less buildings or other features to preserve. This is a relatively flat site that would have developable property more readily available for large buildings and surface parking. This property is the largest contiguous area in the redevelopment of the Cannery District. How the property is partitioned has the opportunity to take advantage of riverfront property next to a proposed recreational trail.

The routing of traffic will also need to be evaluated but the plan is to illustrate Oxford Avenue being extended into this development area.

Maple Street to the Railroad Trestle

This section of the development is more for public open space needs of the neighborhood and the redevelopment. The one development site on the northeast corner of Maple Street and First Street is to be illustrated as a large public building. The building could have a shared use by recreation groups that could possibly share in the cost of development.

The two park properties west of First Street are to be illustrated as town homes or small lot single family homes. This gives more affordable residential development areas to the West Riverside neighborhood. The design of these two blocks offers some creative opportunities to create a moderate density residential development than is typically found in the community.

Final Design

Cannery District Redevelopment Plan

The Cannery District preferred design was reviewed by the RDA. The Area from Madison Street to Platt Street is to have an urban feel with a mix of office and retail. The development is to complement the existing historic building remaining along the street

The preferred redevelopment plan for the Cannery District was developed utilizing a 3D software and this interactive model was presented to the RDA to examine the connectivity of the redevelopment areas with the proposed public space, and examined the building massing to understand the impact the scale of the potential redevelopment has on the adjacent neighborhood.



Figure 4 Redevelopment from Madison Street to Platt Street

The Madison Street to Platt Street redevelopment is illustrated showing the three existing structures including Kwik Trip Convenience Store, The Children's Theater and the proposed Brew Projekt. Additional building massing illustrated multistory mixed use developments. The corner of Madison Street and Oxford Street could be an office or hospitality development.

Parking will need to be evaluated to support the various developments in this area but is intended to be surface parking. The plan also illustrates on street parking. Again, further traffic study will need to be done to evaluate traffic volumes and parking needs for the development.



Figure 5 Redevelopment from Platt Street to Maple Street

The development from Platt Street to Maple Street is illustrated as high density residential 3 to 4 stories in height. The development is to have a combination of underground and surface parking. The extension of Oxford Street will bisect the development from the public space with on street parking for users of the public space.



Figure 6 Redevelopment North of Maple Street and Two Former Park Properties

The redevelopment of the non-park parcel on the northeast corner of Maple Street and First Avenue are illustrated to be a public building that would form one of the vehicle entries to the public park area.

The redevelopment of the two public parcels is illustrated as town homes or small lot single family residences. This could include shared open space as part of the development.

Next Step

This report is to summarize the nearly one-year long effort by the Redevelopment Authority to thoroughly vet the potential of this area of Eau Claire. Multiple meetings and review of development options did eventually lead to consensus by the RDA to move forward with a preferred plan. The final review of the redevelopment design utilizing 3D modeling has significantly helped the RDA visualize the potential of the area. This plan is now having a tool to be used by City Staff to open a dialog with potential developer to give them a shared vision for the area.

The City of Eau Claire is also beginning the first step in the revitalization of the public space by constructing a connective link from the north side of the redevelopment area at the improved trestle bridge to Madison Street.

The west side of Eau Claire now has a clear vision for a future that will have improved connectivity to the rest of the community, the potential to improve housing options near the Chippewa River, clear away the blight that has been long a part of this side of Eau Claire, adding new vitality into the neighborhood, bring new people to the area and still preserve the neighborhood character.

This will be exciting to watch.

Appendix A
Cannery Park Plan



Cannery District Master Plan



Eau Claire Redevelopment Authority
July 15th, 2015



Appendix B
Redevelopment Study



Cannery District Development II



Eau Claire Redevelopment Authority
 May 2nd, 2016

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