

Redevelopment Authority of the City of Eau Claire
Minutes
Wednesday, March 20, 2019
Room 1277, 721 Oxford Ave, Eau Claire County Courthouse

Members Present: Catherine Emmanuelle, Jeff Halloin, Thomas Kemp, Connie Pedersen, Dale Peters, Wayne Wille

Members Absent: Mike DeRosa

Staff Present: Steve Nick, Dave Solberg, Scott Allen, Aaron White, Ray French

1. Call to order. This meeting was called to order by Chair Kemp at 7:28am. Chair Kemp welcomed Mr. Wille to the Redevelopment Authority, who introduced himself.
2. Minutes from the meeting of February 20, 2019. The minutes from the meeting of February 20, 2019 were reviewed and a motion to approve was made by Ms. Pedersen and seconded by Mr. Peters. The motion carried.
3. Financial Statements. Mr. White presented the financial statements for the month ending February 28, 2019. Operating expenses totaled \$3,124, which included \$660 for personnel costs associated with upkeep of RDA-owned properties, \$1,915 for contractors to repair and maintain RDA-owned properties, and \$550 for a security deposit as part of relocation costs. Capital expenditures in February 2019 totaled \$931,005.76 for the purchase of 2000 Oxford Avenue.

The financial statements for the month ending February 28, 2019 were reviewed and a motion to approve was made by Ms. Pedersen and seconded by Mr. Wille. The motion carried.

4. Discussion of options for realignment of N. Oxford Avenue in the Cannery Street development district. Mr. Solberg reviewed the four options for N. Oxford Avenue road realignment previously presented to the Board. He noted the interests of balancing development and green space. Mr. Solberg presented the composite option that included a number of features. It maintains a developable lot north of The Brewing Projekt and drop off at Maple Street by the trail. The design also preserves the Vine Street right-of-way entrance into the District and connection to the neighborhood. North of Vine to the trail would be too narrow for development. The street is designed like Riverfront Terrace or Barstow Street with 2 lanes of traffic. It results in two Block 7-style lots and one Liner Site size-lot. The question is whether this reflects the Board's desired options.

Ms. Pedersen asked about the difference between a roundabout and traffic circle at Oxford and Platt. Mr. Solberg explained the traffic circle is about 5 to 8 feet wide but not an island. It has plantings in the summer that can be mowed down and plowed over in the winter. He also noted intent for a gateway or art to create an entrance into the north

development. There would be similar bump-outs for crosswalks at the traffic similar, and he also noted street parking would be added to Oxford Avenue as a traffic calming measure.

Mr. Halloin expressed approval of the concept, for leaving the 90' width as public space, and using the southern lot for a trailhead or small business related to the trail. Mr. Wille asked about other concepts that maximize the developable space. Mr. Solberg thinks the recommended concept allows for greater flexibility. Ms. Emmanuelle likes the connection from the neighborhood through Vine Street and keeping more greenspace along the river. Mr. Solberg referenced plans to push traffic onto Bellinger to give Oxford more of a commercial feel. Ms. Emmanuelle noted the importance of making it a connected space. Mr. Peters agreed and with designs to give something different to the area.

Mr. Halloin referenced the Hyatt Palma study of Downtown and the idea to never miss opportunities to open views to the river. Mr. Nick added that through development agreements in the downtown areas, they have required multi-fronted development as a tool for connectedness. Private spaces can also be built with the idea the public can be accommodated, such as the walkway between Royal Credit Union and Jamf.

Mr. Kemp agrees with the sentiments of the Board. He thinks the property values on the left side of the street will make up for the missed capital on the right side, as long as sight lines are maintained. Mr. Nick noted that the southeasterly lot could be specifically developed with a lower height through the RFP process. Mr. Kemp directed planning to continue with the recommended design.

5. Discussion of the Cannery Street development plan and potential modifications to better align the balance between public and private development space to help fund the planned infrastructure and public space improvements. Mr. White introduced the discussion of utilizing tax increment financing to finance the public improvements and green space of the district. The approved plan contains quite a bit of green space and there will be a challenge of whether enough increment can be generated to fund that development. The Family Video site is likely to remain unchanged or have very little change. What can stay and what can change from the plan? If we want to preserve sight lines, development will need to go shorter and broader.

Mr. Halloin thinks it would be a good exercise to work backward from the increment that would be generated from the development. With Family Video and Kwik Trip uses up front, it is likely to get nice residential development with not a lot of commercial. Ms. Pedersen asked about the history of Family Video, which was stated to be in the real estate business and specializes in single-story retail.

Ms. Emmanuelle asked whether there has been discussion on adding child care to the development. Mr. White noted the challenges of new construction for a child care center.

Mr. Nick noted the incentive for a grocery store in the North Barstow Redevelopment District through the development agreement, which was not successful.

Mr. Halloin asked about the kind of density you can get on the two blocks. Mr. White noted the Block 7 proposals included approximately 160 housing units. There was discussion about what market those units will serve, how much incentive will be provided, and backing into the square footage needed from the philosophy of what we want to see developed.

Ms. Emmanuelle added that the buildings on either side of Oxford Avenue can provide the vertical height of a gateway. Mr. White noted discussions have occurred about a gateway on Madison Street and finding where can that can exist. Ms. Emmanuelle reminded the Board about the public market study and health impact assessment for generating alternative ideas of what to develop there. There is also an opportunity to tie into the Wintermission goals of connectedness.

Mr. White suggested consideration whether the public space development duplicates something else nearby. Mr. Peters discussed how the Health Impact Assessment can inform how we balance green space and development for connectivity. He also noted the branding of the Cannery District. Mr. Kemp asked if there has been interest in 6-7 story developments. Mr. White said that the portfolio for those inquiring shows that model. Mr. Kemp advised to not turn developers away, and that we can work with them on ways to maintain sight lines, keep open access, and utilize architecture to achieve development.

6. Executive Director's Report. Mr. White noted that negotiations are continuing with Pablo Properties on Block 7 and the Liner Site. Mr. Warner also submitted materials in time to continue with his extension and negotiations are also continuing there. Mr. White noted the Executive Summary of the Housing Task Force Findings was included in the packet. The Board will be discussing strategies for land use in the Cannery District using this report as a stepping stone on the discussion.
7. Announcements and correspondence. None.

There was a motion by Ms. Emmanuelle, seconded by Mr. Peters, to adjourn. The motion carried. The meeting adjourned at 8:25am.



Connie Pedersen, Secretary