

Eau Claire, Wisconsin
MALDEN AVENUE



Produced By
AYRES
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PROJECT OVERVIEW

The Development Services Team at Ayres was contracted by the Economic Development Department with the City of Eau Claire to generate concepts for the Malden Avenue site on the east central side of Eau Claire, Wisconsin. The goal of this effort was to augment an Environmental Protection Agency grant application for brownfield remediation. The product is intended to demonstrate the possibilities for the site, be a tool for public involvement, and generate interest from developers.

As part of the scope of the project, the Ayres team was to create:

1. Two to three buildable area scenarios
2. Two to three schematic site plans
3. One preferred plan rendered

SITE DESCRIPTION

Surrounding Land Use

The Malden Avenue site is situated off Birch Street in Eau Claire. It is a short distance from the River Prairie development across the Eau Claire River. The surrounding land uses are heavily residential with a combination

of multi-family and single family homes. Eau Claire Fire Department Station 10 borders the site to the north.

Site Features

The site itself is relatively flat. Topography does not have a significant role in the design. The site gradually slopes with low points occurring in the southeastern area of the property. After consulting the U.S. Fish and Wildlife Service (USFWS) National Wetlands Inventory, it was determined that there are no wetlands within the property boundary. The USFWS Threatened and Endangered Species Active Critical Habitat Report showed no habitat conflicts for endangered species on site either.

Contamination Location

The site is a former dump and building materials and other solid waste are covered by topsoil. The greatest depth of waste is concentrated towards the center of the site. This factored into the design by pushing development to the edge of the property. Despite clean up efforts and strategic building placement, a developer will have to use vapor shields and other design elements to mitigate impacts.



Figure A. Site Context (Google Earth)

Land Use Designation

The designated future land use is Medium to High Density Housing, which includes:

- Small-lot detached houses
- Duplexes
- Townhouses
- 4-, 6-, 8-unit buildings with individual exterior entrances

And all forms of apartment buildings are included in this category. The density is expected to be greater than 6 housing units per gross acre.

Zoning

The current zoning is “public,” but an appropriate zoning district for medium to high density zoning would be: RM, Mixed Residential District R-3, Low-Rise Multiple Family District R-4, High Rise Multiple-Family District. Assuming an R4 designation, characteristics should be as follows:

- Desired density: 28 units/acre
- Setbacks: a general 25-foot setback is currently taken into consideration at this conceptual phase.

Land Division

Land is currently on the same parcel with the fire station and will need to be divided off with a certified survey map.

Access & Circulation

Birch Street borders the Malden Avenue site to the south and is a main thoroughfare for the City of Eau Claire. This street experiences a significant amount of traffic. It has been determined that an entry drive should be avoided along the southern and southeastern portion of the site. Eau Claire Transit currently has three bus routes that run adjacent to the site. Those routes are 3-4, 4, and 17. One vehicle parking space was considered for each bedroom. Handicap and bicycle parking should be included.

Utilities

Existing water main and sanitary sewer

utilities are found along the edge of the property. If the site is expanded further east towards the intersection of Malden Avenue and Birch Street, these utilities will be impacted. However, in the interest of exploring all design options, this was not considered a limiting factor at this time.

Stormwater Management

Assumptions were made for general location and size of stormwater detention basins at this point of the project. Further calculations will need to be made in future phases of the project.



Figure B. Buildable Area Scenarios (Ayres)

OPTIONS CONSIDERED

Three general building types were explored during the conceptual design phase. These building types included: mixed-use, townhomes, and cottage style residences (single-family homes).

Mixed-Use

The first concept considered an extension of Somona Parkway. A large surface parking lot was proposed with 101 parking stalls. 6,000 square feet of townhomes (2-3 floors) and 28,600 square feet of mixed-use commercial and residential space was located on site. An amenity parklet area was also proposed for residents to socialize outdoors.

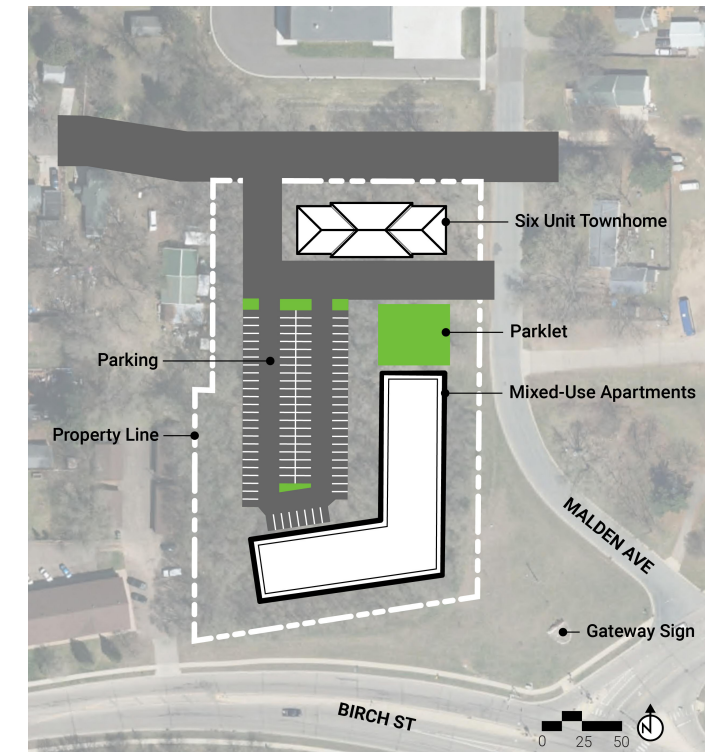


Figure C. Mixed-Use Schematic Site Plan (Ayres)

Townhomes

The second concept included a mix of 4-, 5-, and 6-unit townhomes. This concept did not consider the extension of Somona Parkway and included a cul-de-sac style entry drive. This concept was residential only with 25 townhomes.

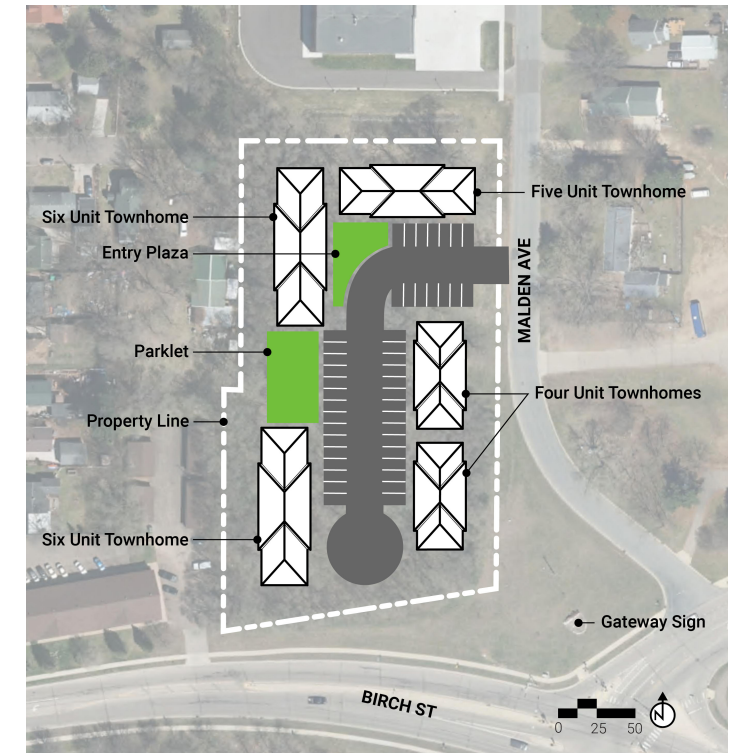


Figure D. Townhome Schematic Site Plan (Ayres)

Cottage Style

The final concept included 15 cottage style residences situated along a loop drive through the site. These residences are meant to be small single-family homes. The design features a large central park amenity space to be shared by the residents.

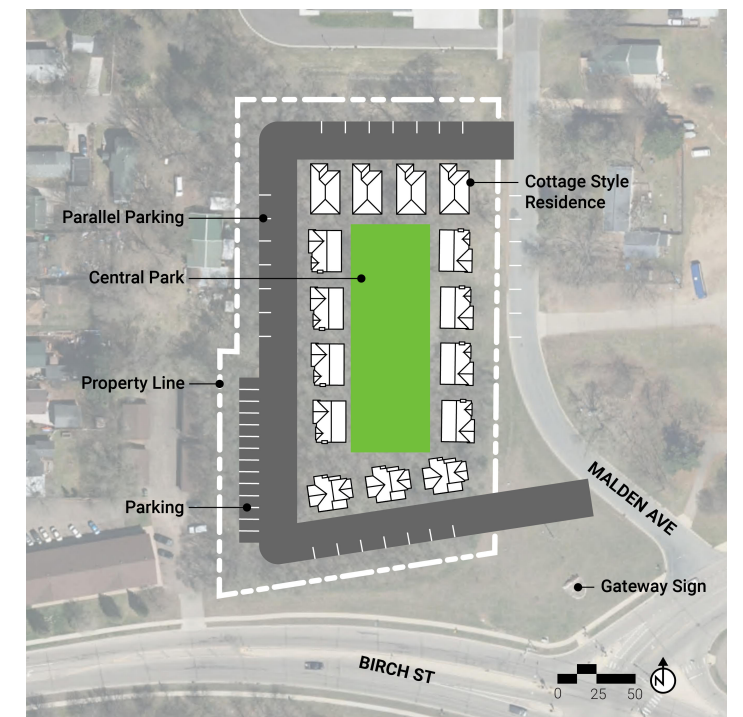


Figure E. Cottage Style Schematic Site Plan (Ayres)

City Feedback

Feedback was provided on the initial concepts by the City of Eau Claire Economic Development Manager and Planning Team. The collective group preference was the mixed-use option.

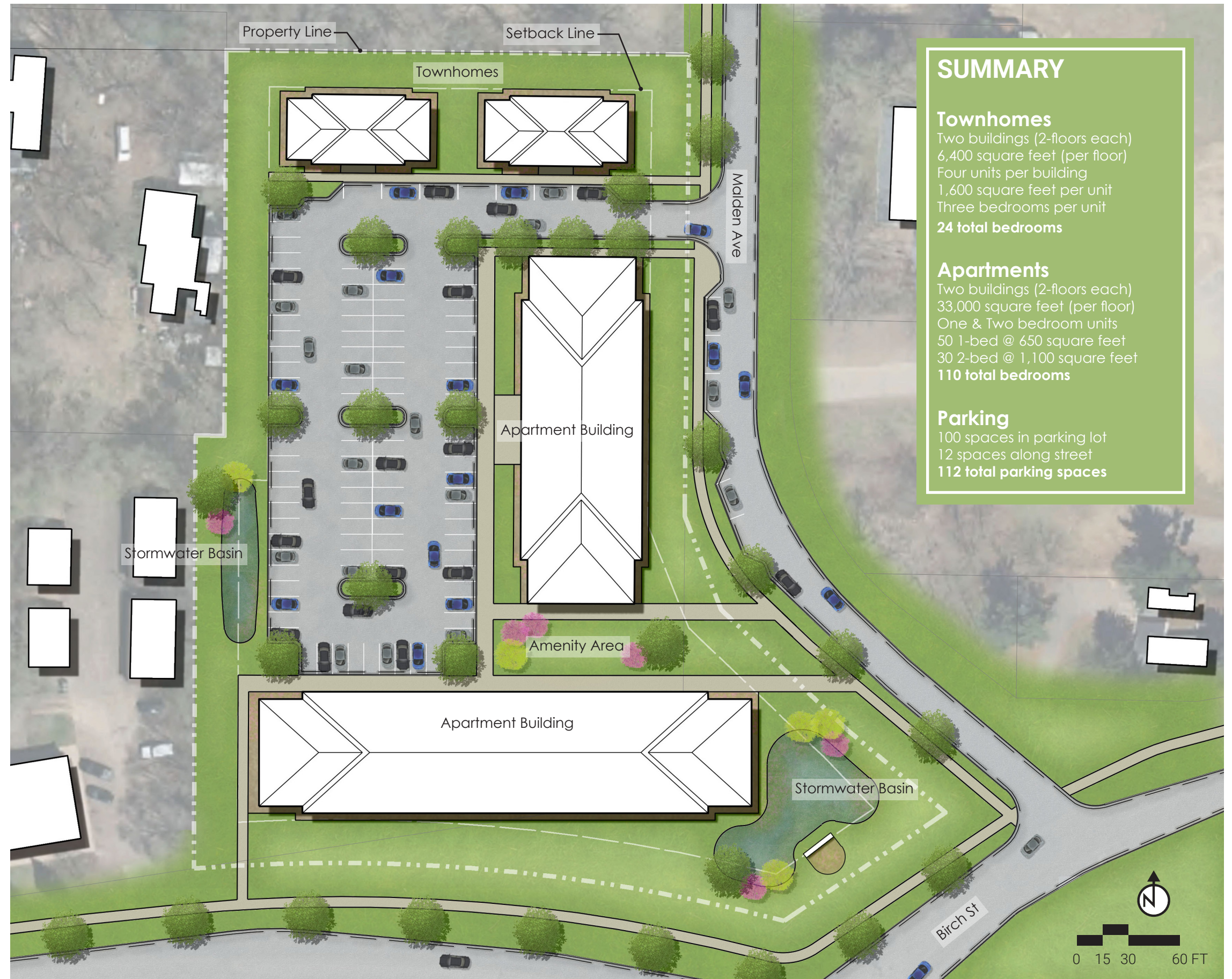
The possibility of developing more land at the intersection of Malden Avenue and Birch Street was discussed with the City Staff. They were open to considering development on that piece of property despite existing water main and sanitary sewer utilities.

Due to adjacent property owners and stormwater management conflicts, it was not recommended by City staff to move forward with the extension of Somona Parkway at this time. The idea was not fully discounted and may be considered in the future. A 60 foot right-of-way was preserved in the preferred option to allow for the extension of Somona Parkway in the future.

The mixed-use option was determined to best address the existing contamination constraint on site. This option would allow for higher density residential development. City feedback also encouraged strategic placement of the amenity space.

PREFERRED OPTION

With all City feedback considered, the Ayres team refined the mixed-use concept. The concept includes two buildings containing townhomes and two mixed-use buildings. These buildings will be mostly residential, but have the opportunity to include commercial space if desired. Other important concept highlights include a surface parking lot, resident outdoor amenity area, and stormwater detention basins. The concept falls short on parking spaces, but because the goal was to maximize the development potential of the site and also potentially provide affordable housing, the assumption was made that parking variances could be sought, particularly based on the pedestrian and transit friendly location.



SUMMARY

Townhomes

Two buildings (2-floors each)
6,400 square feet (per floor)
Four units per building
1,600 square feet per unit
Three bedrooms per unit
24 total bedrooms

Apartments

Two buildings (2-floors each)
33,000 square feet (per floor)
One & Two bedroom units
50 1-bed @ 650 square feet
30 2-bed @ 1,100 square feet
110 total bedrooms

Parking

100 spaces in parking lot
12 spaces along street
112 total parking spaces

Figure F. Mixed-Use Preferred Site Plan (Ayres)

APPENDIX

Cottage Style Concept

The cottage style concept also had strong potential for the Malden Avenue site. The following figure shows a more detailed plan with these single-family dwellings. However, because the scope called for a preferred alternative and the apartment/townhome concept was pursued, this plan was not refined and additional considerations would need to be made to this option.



Figure G. Cottage Style Concept (Ayres)

Buildable Area Scenarios

The following buildable area scenarios helped the design team to determine placement of important elements on site. These diagrams considered:

- Property line
- Building setback
- Site contamination
- High and low points
- Utilities
- Surrounding circulation (Somona Parkway and Birch Street)

*Continue Somona Pkwy



*Somona Pkwy not Continued



*Site Extended towards Malden Ave & Birch St Intersection

