

HIGHWAY T DEVELOPMENT PROJECT NARRATIVE AND WAIVER REQUEST

Highway T Property, LLC (“Developer”) desires to develop approximately 142 acres in the southwest quadrant of the intersection of County Highway T and 20th Avenue in the City of Eau Claire, Chippewa County. The Development will be a multi-faceted, planned development consisting of nine (9) lots and four (4) outlots with a complimentary mix of commercial and industrial uses. A General Development Plan and a preliminary subdivision plat accompany this Project Narrative. Each lot will be served by water, sewer, and other municipal services. The intent of the design for this Development is to create substantial economic generators and tax base for the City, establish a first class, state-of-the-art, destination focused, event center and entertainment venue that meets the growing needs of the City and surrounding region, and to preserve the nature-based elements of the Development to ensure compatibility with the neighborhood and surrounding land uses. A Development of this scope and caliber will necessitate an investment of tax increment to make the Development an economically viable reality.

Highest and best use of the land and location are at the forefront of design and layout for Developer with respect to this Project. Lots 1 through 6 of the Development are requested to be zoned C-3 Community Commercial District. These lots will be developed and marketed in a phased approach from north to south. Anticipated developments within these lots include a hotel, convenience store, restaurant, and similar compatible uses. Developer has planned for the future expansion of Highway T in its layout and will serve these lots with a backage road that will become a public right-of way that could also serve to facilitate access to the adjoining property to the immediate south.

The Development benefits from the location of the Sherman Creek corridor within its boundary. This corridor both serves as a natural environmental feature as well as a transition/buffer area for land uses. Developer intends to preserve and enhance the Sherman Creek Corridor throughout the Development with potential pedestrian trail options and revegetation and water feature opportunities.

Lot 7 is requested to be zoned C-3 Community Commercial District. This lot will serve an event center, a permitted use within the zoning district, that is designed to meet the needs of the community with the ability to hold a wide variety of events year around. It will be an approximately 37,000 square foot building with an approximate 12,000 square foot event space capable of approximate table-based seating capability of 650, with a full catering kitchen, corporate office space, and parking facilities. The event center is designed to host a wide variety of events including conventions, corporate events, weddings, and meetings. A concept rendering of the event center is included with the Project Narrative.

Lot 8 is requested to be zoned I-1 Light Industrial District. This lot will serve an entertainment venue, a conditional use within the zoning district, that is designed to host a variety of events including, but not limited to, music festivals, smaller entertainment events, and car shows. The venue will include a stage, a building to serve as a bar/side stage and special event venue, and several support buildings including dressing/preparation rooms, offices, security, guest services, and restrooms. All structures are noted on the General Development Plan and will be permanent structures. (Note: the stage will eventually be permanent but will likely be temporary for the first few years.) Hours of operation for the entertainment venue will vary depending on type of event, but active event hours will be limited to 6:00 AM to 2:00 AM. Best management practices will be utilized for noise mitigation depending on the type of event. These management practices will include the use of elevation changes/buffers created/enhanced during site development, placement/location of operational elements during events, and use of professional sound technicians at appropriate events.

Lot 8 will also include appropriate parking for an entertainment venue of this type. Multiple locations will be provided on Lots 7, 8, and 9 with different parking surfaces utilized. **Specifically, for any drives/parking lots that are identified on the General Development Plan to be either gravel or grass, Developer is hereby requesting a waiver pursuant to Sections 18.25.080A.2.** Developer is making said request as the limited use does not require concrete/asphalt, Developer has placed an emphasis on minimizing impervious surfaces and maintaining the natural setting, and requiring concrete/asphalt in all these locations for this limited use would create an unreasonable hardship. Lot 8 will also include appropriate ancillary and temporary camping for a venue of this type. All camping sites will have a grass base. The majority of sites (southernmost) will be native sites without electrical or other services in order to again minimize impervious surfaces and maintain the natural setting. There are approximately 56 RV-based sites adjoining/adjacent to the entertainment venue that will be used both on a temporary basis by the entertainment venue and also on a continuous basis by individuals attending a function at the event center.

Lot 9 will be conveyed to the adjoining landowner. However, the northern portion and a small eastern portion of Lot 9 will be subject to a use agreement with the adjoining landowner that allows the entertainment venue to utilize the northern portion of Lot 9 for both staff parking and mass transit pickups and drop-offs to reduce traffic impacts and the eastern portion of Lot 9 for parking for the bar/side stage and special event venue.