

Ordinance 0002-21 — Combined Overlay-Corridor Districts

An ordinance to amend Chapter 114, of the Municipal Code of the City of Racine.

The Common Council of the City of Racine, Wisconsin, do ordain as follows:

Part 1: Chapter 114, Article III, Division 3, Section 114-177(d), is created as follows:

Changes in use or occupancy. In a business, commercial or industrial planned development, upon submittal of an application to the Department of City Development, the planning heritage and design commission may review and approve any new uses or occupancies, or change in uses or occupancies, for any building or grounds which are contained within the boundaries of a business, commercial, or industrial planned development.

Part 2: Chapter 114, Article VI, Division 1, Section 114-637, is amended by 1) placing the currently listed districts in alphabetical order, and 2) in the appropriate alphabetical position adding the following additional descriptions, as follows::

*Durand - Elmwood Corridor District.* The district includes those lands within the boundaries described as follows:

Beginning at the point of intersection of the center lines of Durand Avenue and Lathrop Avenue proceed southerly 895 +/- feet to a point, then proceed easterly on a line parallel to Winthrop Avenue 546 +/- feet to a point, then proceed southerly on a line parallel with Lathrop Avenue 127 +/- feet to a point, then east-northeasterly along a line parallel with Wheelock Drive 769 +/- feet to a point, then proceed southeasterly on a line parallel with Great Elms Lane 150 feet to the center line of Wheelock Drive, then proceed northeasterly along the center line of Wheelock Drive to a point 175 +/- feet south of intersection with the center line of Durand Avenue, then proceed easterly along a line parallel with the center line of Durand Avenue to the point of intersection with the center line of Carpenter Drive, then proceed northerly along said center line to a point of intersection with the center line of Durand Avenue, the proceed westerly along said center line to point 100 feet west of the west right-of-way line of West Boulevard, then proceed northerly along the west line of the Wisconsin Electric Power Company right-of-way to a point of intersection with the east right-of-way line of Taylor Avenue, then proceed southwesterly along said right-of-way line 349.21 feet to a point, then proceed westerly on a line parallel with the Durand Avenue center 406 +/- feet to a point of intersection with the west right-of-way line of Hayes Avenue, then proceed southerly along said right-of-way line 38.7 feet to a point, the proceed westerly to a line parallel with the right-of-way line of Durand Avenue to a point of intersection with the west right-of-way line of West Laune Avenue, then proceed northerly along said right-of-way

line 43.5 feet to a point, then proceed westerly on a line parallel with the right-of-way line of Durand Avenue to a point of intersection with the centerline of Indiana Street, then proceed southerly along said center line (extended) 547 +/- feet to a point, then proceed easterly along a line parallel with the right-of-way line of Durand Avenue to a point on the center line of Lathrop Avenue, then proceed northerly along said center line to the point of beginning. All lands are to be considered in the district whether contained in part or in whole by the district boundary.

*Horlick Character District.* The district includes those lands within the boundaries described as follows:

Beginning at the point of intersection of the center lines of Anthony Lane and Romaine Avenue proceed southerly along the center line of Anthony Lane to a point of intersection of said center line and the center line of Rapids Drive and the center line of an un-named pedestrian way, proceed southwest and then westerly along the pedestrian way center line (extended) to a point of intersection with the center line of Wustum Avenue, then proceed southerly and then southwesterly along said center line to a point of intersection with the center line of Northwestern Avenue, then proceed 795 +/- feet southeasterly along said center line to a point, then proceed southwesterly along the northerly line of Parcel 21203000 to a point, then proceed south easterly along the westerly line (extended) of Parcel 21203000 to a point of intersection with centerline of Maria Street, then proceed along said center line to a point of intersection with the center line of the half cul-de-sac, then proceed along said center line to a point of intersection with the centerline of Westwood Drive, then proceed northeasterly along said centerline to a point of intersection with Howard Street, then proceed southerly along said center line to a point of intersection with the center line of West High Street, then proceed easterly along said center line to a point of intersection with the center line of Northwestern Avenue, then proceed southeasterly along said center line transitioning into the center line of State Street and a point of intersection with the center line of Summit Avenue, then proceed northerly along said center line to a point of intersection with the center line of Albert Street, then proceed easterly along said center line to a point of intersection with the western line of the Chicago and Northwestern Rail Road right-of-way, then proceed northerly to a point of intersection with the center line of Goold Street, then proceed westerly along said centerline 555 +/- feet to a point, then proceed southerly along a line parallel to the eastern right-of-way line of Blake Street to said lines intersection with the center line of Yout Street, then proceed westerly along said center line to a point of intersection of the center line of Rapids Drive, then proceed then proceed along said center line to a point of intersection with the center line of Mt. Pleasant Street, then proceed along said center line to a point of intersection with the center line of Romaine Avenue, then proceed along said center line to the point of beginning. All lands are to be considered in the district whether contained in part or in whole by the district boundary.

*North Beach Character District.* The district includes those lands within the boundaries described as follows:

Beginning at the point of intersection of the center lines of Walton Avenue and North Main Street proceed westerly along said center line to a point of intersection with the center line of North Wisconsin Avenue, then proceed northerly 170 feet to a point, the proceed westerly along the southern lot lines of Lots 4 and 11 of Block 4 Fox Subdivision to a point of intersection with the center line of Erie Street, the proceed southerly along said center line to a point of intersection with the center line of Goold Street, then proceed easterly along said center line 435 +/- feet to the point of intersection with the center line of an alley, then proceed southerly 4,115 +/- feet to along said center line (extended) parallel with North Main Street to a point of intersection with the center line of Hubbard Street, then proceed westerly along said center line to a point of intersection with the center line of North Wisconsin Street, then proceed southerly along said center line of Dodge Street, then proceed easterly along said center line to the center line of Main street, then proceed southerly along said center line to a point of intersection with the northern bank of the Root River, the proceed easterly along said bank to its point of intersection with the current western shoreline of Lake Michigan, then proceed along said shoreline to a point of intersection with the northern side of the north harbor wall (break water), the proceed westerly to a point being the center of the Barker Street cul-de-sac, then proceed northerly and then westerly along the center line of Barker Street to a point of intersection with the center line of Michigan Boulevard, then proceed northerly along said center line to a point being 100 feet north of the northern right-of-way line of Goold Street, then proceed westerly along a line parallel to and 100 feet north of said right-of-way line to a point of intersection with the center line of North Main Street, then proceed northerly along said center line to the point of beginning. All lands are to be considered in the district whether contained in part or in whole by the district boundary.

*Pershing Park Overlay District.* The district includes those lands within the boundaries described as follows:

Beginning at a point of intersection of the center lines of Main Street and Sam Johnson Parkway proceed southerly along the center line of Main Street 3,968 +/- feet to a point, then proceed easterly along a line parallel with the center line of 14<sup>th</sup> Street to a point of the western shoreline of Lake Michigan, then proceed northerly along said shoreline 5,047 +/- feet to the southern shoreline of the western launch basin breakwater, then proceed north-westerly 360 +/- feet along a straight line that connects with the eastern terminus (northeast corner of Parcel 00308000) of the northern right-way-line of Fifth Street (extended), then proceed along said right-of-way line to a point on the center line of Lake Avenue, then proceed southerly along said center line to a point of intersection with the center line of Sam Johnson Parkway, the proceed along said center line to the point of beginning. All lands are to be considered in the district whether contained in part or in whole by the district boundary.

*Racine Street Character District.* The district includes those lands within the boundaries described as follows:

Beginning at the point of intersection of the center line of Eleventh Street and the east line of the Chicago & Northwestern Rail Road right-of-way (ROW) proceed southerly to the point being the intersection of said rail road ROW and the center line of Caron Butler Drive (extended), then proceed easterly along the center line of Caron Butler Drive (extended) 1,122 +/- feet to the point of intersection with the center line of an alley, then proceed northerly along said alley center line parallel to the right-of-way line of Mead Street to a point in the centerline of DeKoven Avenue, then proceed westerly along said center line to a point in the center line of Mead Street, then proceed northerly along said center line to a point in the center line of Sixteenth Street, then proceed westerly along said center line to the point of intersection with the center line of Racine Street, then proceed northerly along the said center line to the point of intersection with the center line of Fourteenth Street, then proceed easterly to a point of intersection with the center line of Howe Street, then proceed northerly along said center line to a point of intersection with the center line of Thirteenth Street, then proceed northerly along said center line of Highland Avenue to a point in the center line of Twelfth Street, then proceed easterly along said center line to a point of intersection with the center line of Irving Place, then proceed northerly along said center line to a point of intersection with the center line of Eleventh Street, then proceed westerly along said the centerline of Eleventh Street to point of beginning. All lands are to be considered in the district whether contained in part or in whole by the district boundary.

*State Street Corridor District.* The district includes those lands within the boundaries described as follows:

Beginning at the point of intersection of the center lines of Hamilton Street and State Street proceed southeasterly along the center line to the point of intersection with the center line of North memorial Drive, then proceed southerly along said center line to a point of intersection with the center line of Liberty Street, then proceed easterly along the center line of Liberty Street with the west line of the Chicago & Northwestern Rail Road right-of-way (ROW), then proceed southerly along the west line of the Chicago & Northwestern Rail Road ROW to the intersection with the center line of Mound Avenue, then proceed northerly along the center line of Mound Avenue 473 +/- feet to a point, then proceed from the point southeasterly along the southern line parcel 03162000 for a distance of 160 +/- feet to the northwesterly bank of the Root River, then proceed along the northwesterly bank of the Root River to its point of intersection with the center line of Main Street, then proceed northerly along the centerline of Main Street to a point of intersection with the center line of Hamilton Street, then proceed westerly along the centerline of Hamilton Street to the point of beginning. All lands are to be considered in the district whether contained in part or in whole by the district boundary.

*Taylor Avenue Corridor District.* The district includes those lands within the boundaries described as follows:

Beginning at the point of intersection of the center lines of Taylor Avenue and Washington Avenue proceed southwesterly along the Taylor Avenue center line to the point of intersection with Twenty-First Street, and district lands being within 500 feet of the center line of Taylor Avenue whether those lands are in the district in whole or in part. In addition, beginning at the intersection of the center lines of Flett Avenue and Eighteenth Street proceed easterly along said center line 285 feet to a point of intersection with the center line of Holmes Avenue, then proceed northerly along a line (centerline of vacated Holmes Avenue) 235 +/- feet to a point on the center line of Holmes Avenue, then proceed southwesterly along a line being a southern line of the Racine Land & Improvement Company's Subdivision No. 2 (extended) to a point of intersection with the Center line of Felt Avenue, then proceed southerly along said center line to the point of beginning. In addition, beginning at the intersection of the center lines of Taylor Avenue and Twenty-first proceed 350 +/- feet to a point, then proceed southerly along the east lines (extended) of Lot 7 Block 1 of the Joseph Pfeiffer Subdivision and Lot 3 Block 1 of the Tinge Subdivision to a point of intersection with the center line of Arlington Avenue, then proceed northeasterly to the point of beginning.

*Three Mile Road Corridor District.* The district includes those lands within the boundaries described as follows:

Proceeding from a point of intersection of the center lines of Three Mile Road and Erie Street proceed northerly 331 +/- feet to a point along the center line of Three Mile Road to a point being the point of beginning, then proceed westerly along a line parallel with the center line of Three Mile Road 652.08 feet to a point, then proceed southerly on a line parallel with the center line of Erie Street 331 +/- feet to a point on the centerline of Three Mile Road, then proceed easterly along said center line 150 feet to a point, then proceed southerly along the center line of Green Street 660 feet to a point, then proceed easterly 543.99 feet to a point of intersection with the centerline of Erie Street, then proceed southerly along said center line 200 feet to a point, then proceed easterly along the northern boundary line (extended) of Northbrook Subdivision No. 3 to a point on the center line of Ruby Avenue, then proceed southerly 240 +/- feet to a point, then proceed easterly along a line parallel with the center line of Carlton Drive 123.37 feet to a point, then proceed southerly along a line parallel with the center line of Ruby Avenue 210.4 feet to a point, then proceed easterly along a line parallel with the center line of Carlton Avenue 332 +/- feet to a point, then proceed northerly along a line parallel with the center line of North Main Street 100 feet to a point, then proceed easterly 233 +/- feet to the center line of North Main Street, then proceed northerly along said center line 67 +/- feet to a point, then proceed easterly along the south line Lakeside Estates (extended) 213 +/- feet to a point, then proceed northerly along a line parallel to North Main Street center

line to a point of intersection with the center line of Saxony Drive, then proceed easterly to a point of intersection with the westerly right-of-way line of North Bay Drive (extended) , then proceed northerly along said westerly right-of-way line to the center line of Three Mile Road, then proceed westerly along said center line 1214 +/- feet to a point, then proceed northerly along the an eastern border of the City of Racine 455.06 feet to a point, then proceed westerly along a line parallel with the center line of Three Mile Road to a point in the center line of Erie Street, then proceed southerly along said center line to the point of beginning. All lands are to be considered in the district whether contained in part or in whole by the district boundary.

*Westgate Corridor District.* The district includes those lands within the boundaries described as follows:

Beginning at the point of intersection of the center line of Washington Avenue and Ohio Street, proceed northerly along the Ohio Street center line 210 feet to a point, then proceed westerly on a line parallel with the center line of Washington Avenue feet to a point of intersection with a western boundary line of the City of Racine, then proceed southerly along said western boundary to a point on the center line of Washington Avenue, the proceed easterly 450 +/- feet along said center line to a point on a western boundary line of the City of Racine, then proceed southerly along said western boundary line 443 +/- feet to a point of intersection with a southern boundary line of the City of Racine, then proceed easterly along said southern boundary line 118 +/- feet to a western boundary line of the City of Racine (also the center line (extended) of Ostergaard Avenue, then proceed southerly along said center line to a point on the centerline being 564 +/- feet south of its intersection with the centerline with Wright Avenue, thence proceed easterly along a line coinciding with the north line of Marboro Heights Subdivision to the point of intersection with the center line of Perry Avenue, then proceed southerly along said centerline to a point of intersection with the centerline of Sixteenth Street, then proceed easterly along said center line to a point of intersection of the center line of Ohio Street, then proceed northerly along said center line to a point on said center line being 238 +/- feet south of the center of Washington Avenue, then proceed easterly 184 +/- feet on a line parallel with the center line of Washington Avenue to a point, then proceed northerly 70 feet along a line parallel with the center line of Ohio Street to a point, then proceed easterly 135 feet along a line parallel with the center line of Washington Avenue to a point on the center line of Virginia Street, then proceed northerly along said centerline 335 +/- feet to a point of intersection with the southern right-of-way line (extended) of an alley, the proceed westerly along said alley southern right-of-way line (extended) to a point of intersection with the center line of Ohio Street, the proceed northerly along said center line to the point of beginning. All lands are to be considered in the district whether contained in part or in whole by the district boundary.

Part 3: Chapter 114, Article VI, Division 1, Section 114-639(c) is amended by inserting the phrase “, unless otherwise indicated herein” after the word “residences.”

Part 4: Chapter 114, Article VI, Division 1, Section 114-639(h) is amended by inserting the phrase “or other authority with review authority as identified in this division” after the word “development” in the first sentence.

Part 5: Chapter 114, Article VI, Division 1, Section 114-642 is amended by inserting “: general” after the word “criteria” in the section title.

Part 6: Chapter 114, Article VI, Division 1, Section 114-642.5 “Evaluation criteria: Specific to a District,” is created

Part 7: Chapter 114, Article VI, Division 1, Sections 114-642.51 through 114-642.57(5)d.(v) are created as follows:

Sec. 114-642.51. - Purpose and intent.

Serving as a main entryway into the city of Racine, it is the general intent of this section to control and regulate the preservation, maintenance and development of land within specific districts in order to:

- (1) Encourage urban design excellence.
- (2) Integrate urban design and preservation of Racine's heritage into the process of a district's development and redevelopment.
- (3) Enhance the character of the District.
- (4) Promote the development of diversity and areas of special character within the district.
- (5) Provide residents, businesses and their visitors and with a pleasant, rich and diverse experience.
- (6) Promote historic preservation when possible and practicable.
- (7) Provide for the humanization of the district through the promotion of home ownership, business development and district pride.
- (8) Assist in creating a district that is safe and perceived to be safe.
- (9) Assure that new development is at a human scale and that it relates to the character and scale of the district.
- (10) Encourage and entrepreneurial environment that fosters homebased business while being sensitive and compatible to adjacent land uses.
- (11) Maintain and enhance the existing business and industry in the District recognizing that such economic activity is a source for local employment opportunities and stability.

Sec. 114-642.52. - Definitions.

Alterations means activities which have or will result in the change in exterior appearance of a structure or property including, but not limited to, changes in color, dimension, placement, details and use.

Corridor Committee is a review body that may be established under the authority of this division, by resolution the Common Council, for the purpose of providing focus to, and advocacy for, the needs of the corridor district through design and development review, program and policy analysis and recommendation, district and community out-reach and education, and stakeholder well-being. The committee may consist of seven members, with the Mayor as chair, and six members appointed by the Mayor representing the following discipline or constituency: An alderman of the district, a representative from a business having a facility within the district, an architect or architectural design professional, a design professional, and two resident of the district.

Maintenance activities means those activities directed at keeping the property in proper condition and do not alter the property's exterior design features. Examples of maintenance activities include tuck pointing and repainting of surfaces in the same color(s) that have previously been painted.

Planning, Heritage, and Design Commission means the commission established by section 2-251, and having the authority to review activities as prescribed in this division.

Stakeholder is a person, organization or property owner, residing or doing business within the district, who has a genuine interest in the advancement of the health, safety, aesthetics, economic vitality, and overall viability of the district.

Sec. 114-642.53. - Mapped district.

- (a) The District design guidelines shall be implemented through the application of this division's regulation as an overlay district, supplementing the existing underlying zoning districts within the district.
- (b) Sub-districts within the parent district may be established from time to time to enhance or preserve unique characteristics of a property or grouping properties.

Sec. 114-642.54 - Land uses.

- (a) All permitted uses and conditional uses as allowed by the underlying zoning districts shall likewise be allowed in the district except as described in this section, and in planning and guidance documents which may be adopted from time to time by resolution of the planning heritage and design commission, or by resolution or ordinance of the common council.



(b) The following uses may be allowed by conditional use permit in addition to those uses described in (a) above:

(c) The following uses are prohibited notwithstanding (a) and (b) above.

(1) For lands in a I-2 district, land uses which are otherwise permitted uses but may create noises, heat, vibration, odors, radiation or other disturbances, which are detectable at or beyond the property line, or involve materials or activities which pose a significant safety hazard to the public in the general vicinity.

(2) Uses which are otherwise prohibited unless under the control of a flex development overlay or a planned development conditional use permit.

(3) Uses which are inconsistent with planning and guidance documents which may be adopted from time to time by resolution of the planning heritage and design commission, or by resolution or ordinance of the common council.

#### Sec. 114-642.55 - Prohibitions and exemptions

(a) In the district, the following prohibitions shall apply:

(1) No person shall undertake any new exterior construction activity, any building expansion, accessory building construction, any exterior renovation/rehabilitation activity, new occupancy or change in occupancy, or any exterior painting for projects whose impact will result in the alteration of the visual character, color or impact of a property without first making application to the director of city development, and receiving approval from the committee (if constituted) and organized as prescribed in this division, nor without receiving all applicable approvals and permits.

(2) No person shall install new or replacement signs, regardless of value, without first making application to the director of city development and receiving approval from the committee (if constituted), as prescribed in this division, nor without receiving all applicable permits.

(3) No person shall install new or replacement fencing or security/screening walls, regardless of value, without first making application to the director of city development and receiving approval from the committee (if constituted) as organized and prescribed in this division, nor without receiving all applicable permits.

(b) In a district, the following exemptions shall apply:

(1) One sign advertising occasional sales, services or events are exempt from the requirements of subsection 114-642.55(a)(2) of this division and may be

displayed up to four non-consecutive periods separated by 30 days, for up to 14 consecutive days.

(2) Maintenance, repair and exterior painting activities that do not alter the property's exterior design features or existing color scheme are exempt from committee review but plans for such activities shall be submitted to the director of city development for review and approval.

(3) Public recreation facilities which involve no pavement or buildings.

(4) Essential services as defined by section 114-238.

Sec. 114-642.56. - Applicability.

(a) Persons contemplating a project in the proceeding corridor district should review the following documents, or other guiding documents which may be adopted from time to time by the Planning Heritage and Design Commission or Common Council, for guidance and understanding of the purpose, scope and intent of this division and the district:

*In the Durand – Elmwood Corridor District*, review the document titled “City of Racine 2035 Comprehensive Plan.”

*In the Horlick Character District*, review the documents titled “City of Racine 2035 Comprehensive Plan,” “Racine Steel Castings Redevelopment Plan,” “Tax Increment District No. 22 Project Plan,” “Douglas Avenue Revitalization Plan,” “Horlick District Project Plan,” “Racine Heritage Preservation Plan.”

*In the North Beach Character District*, review the documents titled “Downtown Plan – 2005” and supplemental design and development standards and guidance documents, “Rootworks Area Wide Plan,” “City of Racine 2035 Comprehensive Plan,” “Douglas Avenue Revitalization Plan,” “Racine Heritage Preservation Plan.”

*In the Pershing Park Overlay District*, review documents titled “Downtown Plan – 2005,” “City of Racine 2035 Comprehensive Plan,” “Racine Heritage Preservation Plan.”

*In the Racine Street Character District*, review the documents titled “A Neighborhood Strategic Plan for Southside Racine,” “Uptown Improvement Plan,” “Uptown Strategic Development Plan,” and the “Live Towerview Building a Neighborhood of Choice,” “Racine Heritage Preservation Plan.”

*In the State Street Corridor Area*, review the documents titled “Downtown Plan – 2005” and supplemental design and development standards and guidance documents, “Rootworks Area Wide Plan,” “City of Racine 2035 Comprehensive Plan,” “Lincoln-King Plan,” “Douglas Avenue Revitalization Plan,” “State Street Corridor Plan,” “Racine Heritage Preservation Plan.”

*In the Taylor Avenue Corridor District*, review the documents titled “City of Racine 2035 Comprehensive Plan,” “Uptown Strategic Plan.”

*In the Three Mile Road Corridor District*, review the document titled “City of Racine 2035 Comprehensive Plan.”

*In the Westgate Corridor District*, review the document titled “A Comprehensive Plan for the City of Racine 2035.”

(b) The design guidelines expressed in this division shall apply to all facilities, buildings, accessory structures and signs (collectively: the structure) such as, but not limited to, office, commercial, residential, industrial, governmental, parking and utility. All structures and any additions or alterations thereto, regardless of type, shall be designed with the following considerations.

- (1) Context: designed in a manner that is mindful of and complementary to the existing built and natural environment. The structure should strengthen and enhance the characteristics of the setting, or at least maintain key unifying architectural or natural patterns. Existing facilities need not be mirrored in every aspect, but rather used as a starting point in the development of a design.
- (2) Harmony: utilizes materials, forms and colors that serve as unifying elements with the surrounding built and natural environment. Such uniformity is not intended to inhibit creativity, innovation and individuality in the overall design of a facility.
- (3) Conformance: does not detract from those architectural details found to be most desirable, successful and prominent in historical and landmark Racine Street Access Character district structures.
- (4) Linkages: reflects the individuality of the specific area or district in which it is located and, if reasonably possible, articulates identifiable architectural patterns.
- (5) Compatibility: should be compatible with nearby buildings' architectural scale, color, rhythm and proportions.

- (6) Historical integrity: respects the unique historical context of the Racine Street Character District. Projects for rehabilitation, remodeling and additions shall retain, wherever practicable or advisable, the original structure's intended character, scale and composition. Distinctive stylistic features or examples of skilled craftsmanship shall be retained and preserved wherever practicable.
- (7) View opportunities: is sensitive to new and existing opportunities with which to observe and enjoy surrounding points of interest and activity.
- (8) Quality: incorporates materials and design features that convey permanence, durability and quality.
- (9) Environmental sensitivity: should incorporate materials, construction techniques, systems and design methods that increase energy efficiency. Use of salvaged materials or reuse of existing materials is encouraged when appropriate. Materials should be used that are not harmful to the environment, not only during their use in the facility but also in their production.

(c) Planned developments as defined in article III, division 3, of this chapter shall not require review under article VII, of this chapter.

#### Sec. 114-642.57 - Evaluation criteria.

The following design guidelines evaluation criteria shall be used to determine if a proposed structure, activity or alteration fulfills the objectives of this division:

- (1) Traffic circulation. All vehicular and pedestrian circulation systems shall provide adequate and reasonably safe access through the character district, and should promote an aesthetically pleasing pedestrian friendly environment.
- (2) Environmental design. All projects shall incorporate sustainable environmental design, processes and practices such as LEED certified design when possible or practical.
- (3) Site layout and building arrangement.
  - a. The layout, mass, orientation and height of the structures on the site, including areas for use by motorized vehicles for circulation, parking and storage, should allow for appropriate use of the proposed development in light of surrounding uses, traffic patterns, pedestrian facilities, neighboring and opposite structures. The arrangement of structures on the site shall also be evaluated for their

potential impact on the provision of city services, such as access for emergency vehicles.

- b. The setback of structures shall conform to those of the underlying zoning district except that fences in front yards shall have a minimum setback of 6 feet with the setback area being suitably landscaped in a manner approved by the Director of City development.

(4) Project design. All projects shall be designed with attention and sensitivity to the historical, architectural, and physical context in which they are, or are to be located. Special attention should be paid to the sidewalk level of buildings through the creation of pedestrian orientated details. In addition to those applicable standards described in Article VII of this chapter, project design considerations specific to the Racine Street Character Area are as follows:

a. For commercial and industrial projects:

- (i) General requirements are that all buildings should have a unified design treatment; finished construction on all sides; facades facing the river shall be considered in design and function as if a street facade; any roof treatments or parapets shall extend completely around the building; and all rooftop equipment shall be screened from view.
- (ii) Parking and loading layout. Proposed parking and truck loading facilities shall be designed, located and screened to minimize adverse visual impact on adjacent properties.
- (iii) Landscaping. Landscaping design should enhance the overall appearance of the character area, create a logical transition to adjacent development, screen incompatible structures and uses, and minimize the visual impact of parking facilities on adjacent sites and roadways. Plant materials shall be selected so as to withstand the city's climate and the microclimate on the property, and shall not be an invasive species as identified by the Wisconsin Department of Natural Resources.
- (iv) Site illumination. Site illumination shall be designed, located and installed so as to minimize adverse impacts on adjacent streets and properties, provide security, and enhance the overall quality of the development. Some site illumination design considerations are as follows:
  - aa. Exterior building flood or focused accent lighting may be used to articulate a particular building design or illuminate an outstanding architectural feature. Linear neon or strip LED silhouette accent lighting, bulb or flashing lighting, or in-line fluorescent tubular lighting is inappropriate.
  - bb. Parking lot and walkway lighting should be no taller than 15 feet (including the height of the mounting pedestal and fixture) and a

pedestrian scale and be sensitive to the historic atmosphere of the downtown area.

cc. Historic preservation. Preservation of unique historic or architectural structures and landmarks is encouraged. Development designs that do not detract from desirable architectural resources on surrounding sites are also encouraged.

- (v) Signage. Signs, as permitted by zoning, should be minimal in number and size. Placement of signs shall not unduly obscure or interfere with sight lines to other properties. Signs should be architecturally compatible and contribute to the historic character of the area through the incorporation of tasteful presentations utilizing appropriate logos, symbols, graphics and/or text. Free-standing signs should incorporate architectural features or materials of the buildings or facilities they are intended to promote. Signs shall comply with all zoning requirements.
- (vi) Modifications to criteria. The above criteria may be modified by provisions of the flex development overlay, a planned development conditional use permit, or by administrative discretion as may be afforded by this chapter.

b. For residential projects, in addition to 114-642.57.4 a. provided above:

- (i) No vehicular access shall be allowed to a public street where a rear or side service alley is adjacent to the lot.
- (ii) Where a lot is adjacent to an alley, there shall be not vehicle parking or storage in the front or side yards.
- (iii) First / ground floors of each dwelling unit shall have living space fronting the public street. Living space shall be defined as bedroom, bathroom, living room, kitchen, home office, den or recreation room space. A garage shall not be considered living space.
- (iv) Where a lot is not adjacent to an alley, if the dwelling unit has an attached garage, the street facades of a dwelling unit shall conform to the requirements of section 114-735.5(a). Driveways and off-street parking spaces shall not be allowed in front of the dwelling unit. Desired vehicle parking or storage areas shall be placed to the side of the dwelling unit on ordinance compliant parking and drive surfaces that are leading to a garage or rear yard parking or storage area.
- (v) Unless part of structure having three or more dwelling units having a design approved by the Planning Heritage and Design Commission, a dwelling units' front door shall face the street.

(4) Special Districts: areas where efforts should be focused to maximize the development or redevelopment potential of the corridor.

- a. Infill districts are represented by a property or group of properties where vacant or open lands provide an opportunity for new development which can energize additional reinvestment in the existing built environment. At the date of this section's adoption, infill districts are identified as follows:
  - (i) In the Durand-Elmwood Corridor District:
    - aa. Lands south of Winthrop Avenue (extended).
  - (ii) In the Horlick Character District:
    - aa. Southeast corner of Westwood Drive and Howard Street.
    - bb. Northwest of the intersection of Westwood Drive and Northwestern Avenue (Gilmore School street frontage).
    - cc. Southwest Corner of St. Patrick Street and Summit Avenue.
    - dd. Northeast corner of Summit Avenue and English Street.
    - ee. Southwest corner of Summit Avenue and High Street.
  - (iii) In the North Beach Character District:
    - aa. Southwest and southeast corners of Walton Avenue and North Wisconsin Street.
    - bb. Northwest corner of North Main Street and High Street (50 to 100 feet north of High Street).
    - cc. Northeast corner of Kweaunee Street and North Wisconsin Street.
    - dd. 1100 Block of Chatham Street (east side).
    - ee. 1129 Michigan Boulevard.
    - ff. Northwest corner of Colbert Street and North Wisconsin Street.
  - (iv) In the Pershing Park Overlay District:
    - aa. Northeast of the eastern terminus of Ninth Street.
    - bb. Northeast of the eastern terminus of Twelfth Street.
  - (v) In the Racine Street Character District:
    - aa. Sixteenth Street, from Racine Street to Grand Avenue (south side)
    - bb. Fourteen Street, from Racine Street to Grand Avenue (north side)
    - cc. Racine Street, from Sixteenth Street to Fourteenth Street (west side)
    - dd. Racine Street, at the intersection of Thirteenth Street (northwest and south east corners)
    - ee. Racine Street, at intersection of Fourteenth Street (northeast and southeast corners)
    - ff. Racine Street at intersection with Sixteenth Street (northwest, southwest and southeast corners)
    - gg. Racine Street, at the Intersection of DeKoven Avenue (northeast and northwest corners)

hh. Racine street, at the intersection of Caron Buttler Drive (northeast and south west corners).

(vi) In the State Street Corridor District:

- aa. Northwest Corner of South Memorial Drive and Liberty Street.
- bb. Northeast corner of the intersection of Mound Avenue and the Chicago Northwestern Rail Road right-of-way.
- cc. 1220 Mound Avenue (northern parking lot area fronting Mound Avenue).
- dd. 1101 Mound Avenue (southern half of property).
- ee. 940 Peck Street
- ff. 705 State Street (southeast corner of State Street and Superior Street).
- gg. 705 State Street (800 block of Ontario Street – west side).
- hh. 1321 State Street.
- ii. 1348 to 1414 State Street.
- jj. 1014 Dr. Martin Luther King Jr. Dr.
- kk. 1111 West Street.
- ll. 920 Superior Street.
- mm. Northwest Corner of State Street and Huron Street.
- nn. Northeast corner of State Street and Douglas Avenue.

(vii) In the Taylor Avenue Corridor District:

- aa. Northwest corner of Eighteenth Street and Taylor Avenue.
- bb. East side of Taylor Avenue, 1700 block.
- cc. 1950 Taylor Avenue (large tract of vacant land northeast of building).

(viii) In the Three Mile Road Corridor District:

- aa. West and northwest of the intersection of North Bay Drive and Steeplechase Drive.
- bb. 300 +/- feet south of the intersection of Three Mile Road and North Main Street (east side of North Main Street).
- cc. Vacant lands between Ruby Avenue and North Main Street (3700 – 3800 block).

(ix) In the Westgate Corridor District:

- aa. Vacant lands 5100 block of Washington Avenue (south side of Washington Avenue).
- bb. Southwest corner of Thirteenth Street and Perry Avenue.
- cc. Northwest corner of Thirteenth Street and Perry Avenue.
- dd. South side of Wright Avenue between Perry Avenue and Ohio Street.

b. Design standards for infill districts:



- (i) For new buildings and accessory structures, the mass as defined by building height, ground level building foot print and the overall building floor area ratio should not exceed twice that of built-upon properties within 200 feet of the property lines of an infill district site. Unless otherwise authorized by other sections or procedures of this chapter, building mass allowances of the underlying zoning district shall be complied with. In the North Beach District along lot fronting Chatham Street, the height of new structures may be up to two and one-half times that of adjacent existing development yet must be design with neighborhood compatibility in mind when considering exterior materials, textures, lighting, color pallet, setback, screening, landscaping, function, and overall architectural treatment.
  - (ii) Building design should be consistent with properties within 200 feet of the property lines of an infill site. “Consistent” means that the architectural expression of any new building or accessory structure should reflect the dominant architectural details, materials, forms and styles of the existing built environment. Exceptions to this standard may be permitted in consideration for design innovation, design exceptionalism, energy efficiency and sustainability.
  - (iii) Fencing design should be consistent with the architectural character of the buildings on the site, but in no case should chain link, cyclone or other wire-type fencing be install. Fencing shall be installed in a manner consistent with sec. 114.642.57 (3) b., and with all other sections of this chapter. In the Racine Street Corridor District fencing should be installed having a minimum of a six feet setback from any front or side street property line, and be landscaped in a manner to be approved by the Director of City Development.
  - (iv) Signage shall comply with sec. 114-642.57 (4)a.(v).
  - (v) Landscaping shall comply with sec. 114-642.57 (4)a.(iii)
- c. Renovation and renewal districts are represented by a property or group of properties providing an opportunity for sustainable and adaptive reuse of existing buildings which can energize additional reinvestment in the built environment. At the date of this section’s adoption, renovation and renewal districts are identified as follows:
- (i) In the Durand – Elmwood Corridor District:
    - aa. Lands south of Durand Avenue and north of Winthrop Avenue (extended).
  - (ii) In the Horlick Character District:
    - aa. Northwest corner of Layard Avenue and Mt. Pleasant Street.
    - bb. Northwest corner of Rapids Drive and Mt. Pleasant Street (Rapids Plaza lands).
    - cc. Northwest corner of Northwestern Avenue and Albert Street.

- dd. 1400 and 1500 block of North Memorial Drive (Racine Steel Castings redevelopment area).
- ee. Northwest corner of Hagerer Street and North Memorial Drive.

(iii) In the North Beach Character District:

- aa. Lands in the 500 block of Walton Avenue (north side).
- bb. Lands in the 200 block of Goold Street.
- cc. Lands on the east and west sides of Chatham Street from the 1200 block to the 2000 block.
- dd. Northeast, southeast and southwest corners of North Main Street and High Street.
- ee. Northwest corner of North Main Street and Hamilton Street.
- ff. Northwest and northeast corners of North Main Street and Dodge Street.
- gg. 1100 block of North Main Street (east side).
- hh. South side of Reichert Court.
- ii. 1100 block of Michigan Boulevard (west side).
- jj. 200 block of Hamilton Street.

(iv) In the Pershing Park Overlay District:

- aa. Northeast corner of Eight Street and Lake Avenue.
- bb. 800 block of Lake Avenue (east side).
- cc. 800 block of Lake Avenue (west side mid-block).
- dd. Northeast Corner of Ninth Street and Main Street.
- cc. 70 block of 11<sup>th</sup> Street (north side).

(v) In the Racine Street Character District:

- aa. Racine Street, at the intersection of Thirteenth Street (northeast corner).
- bb. Racine Street, at intersection of Fourteenth Street (southwest corner).
- cc. Racine Street, at the Intersection of DeKoven Avenue (southeast and southwest corners).
- dd. Racine Street, at the intersection of Twentieth Street (northeast, northwest and southeast corners)
- ee. Racine street, at the intersection of Caron Buttler Drive (northwest and southeast corners).

(vi) In the State Street Corridor District:

- aa. Northeast corner of State Street and North Memorial Drive.
- bb. 946 Garfield Street.
- cc. Southeast corner of State Street and Union Street.
- dd. Southwest corner of State Street and Marquette Street.
- ee. Southeast corner of State Street and Marquette Street.
- ff. Southeast corner of Marquette Street and Liberty Street.
- gg. 900 and 1000 blocks of State Street (north side)

- hh. 953 Superior Street.
- ii. 1134 Dr. Martin Luther King Jr. Drive.
- jj. 1112 Frederick Street.

(vii) In the Taylor Avenue Corridor District:

- aa. Northeast and southeast corners of Taylor Avenue and Sixteenth Street.
- bb. Properties in the vicinity of the intersection of Kearny Avenue, Taylor Avenue and Seventeenth Street.
- cc. Properties in the 1700 to 1800 blocks of Taylor Avenue.
- dd. Properties in the 1900 to 2000 blocks of Taylor Avenue.
- ee. Northeast, northwest and southwest corners of Taylor Avenue that Twenty-First Street.

(viii) In the Three Mile Road Corridor District:

- aa. Lot at 4020 Erie Street (270 feet north of the intersection of Three Mile Road and Erie Street).
- bb. Northeast corner of Three Mile Road and Eerie Street.
- cc. Open lands at 3825 Erie Street (southeast corner of Greenfield Road and Erie Street).
- dd. Southeast corner of Three Mile Road and North Main Street.

(ix) In the Westgate Corridor District:

- aa. 4700 to 5100 blocks of Washington Avenue (north side).
- bb. 4600 Block of Washington Avenue (north and south sides).
- cc. Southwest corner of Washington Avenue and Ohio Street.
- dd. 1200 and 1300 blocks of Perry Avenue (east side).
- ee. 1200 and 1300 blocks of Ohio Street (west side).
- ff. Unimproved lands in 1300 block of Ostergaard Avenue (east end of Athens Avenue).
- gg. Unimproved lands in 1500 block of Ostergaard Avenue (east side).
- hh. Unimproved lands at northeast corner of Sixteenth Street and Perry Avenue.

d. Design standards for renewal districts:

- (ii) For unimproved or under-utilized lands, the plans referenced for each district should be consulted for guidance. In general, development should be compatible with adjacent and the final total mass of any new structures, as measured in height and building foot print, should not exceed twice that of the built-upon properties within 200 feet of the new structure. In the North Beach District along lot fronting Chatham Street, the height of new structures may be up to two and one-half times that of adjacent existing development yet must be design with neighborhood compatibility in mind when considering exterior materials, textures, lighting, color pallet,

setback, screening, landscaping, function, and overall architectural treatment.

- (iii) For the renovation, renewal or preservation of existing buildings and accessory structures, the mass as defined by building height, ground level building foot print and the overall building floor area ratio should be maintained. Additions or extensions should not exceed that of the existing structure, and the final total mass should not exceed twice the pre-renovation mass, and total mass should not exceed twice that of the built-upon properties within 200 feet of the property lines of a renewal district site. Unless otherwise authorized by other sections or procedures of this chapter, building mass allowances of the underlying zoning district shall be complied with.
- (iv) Building design should be consistent with properties within 200 feet of the property lines of an infill site. “Consistent” means that the architectural expression of any work involving renovation, restoration or renewal should reflect the historical architectural details, materials, forms, styles and craftsmanship of the existing building. Exceptions to this standard may be permitted in consideration for design innovation, design exceptionalism, energy efficiency and sustainability.
- (v) Fencing design should be consistent with the architectural character and period of the buildings on the site, but in no case should chain link, cyclone or wire-type fencing be installed. Fencing shall be installed in a manner consistent with sec. 114.642.57 (3) b., and with all other sections of this chapter. In the Racine Street Corridor District fencing should be installed having a minimum of a six feet setback from any front or side street property line, and be landscaped in a manner to be approved by the Director of City Development.
- (vi) Signage shall comply with sec. 114-642.57 (4)a.(v).
- (vii) Landscaping shall comply with sec. 114-642.57 (4)a.(iii)

Part 8: This ordinance shall take effect upon passage by a majority of the members-elect of the City of Racine Common Council and publication or posting as required by law.

Pursuant to Wisconsin Statutes section 62.09(8)(c), the mayor shall have the veto power as to all acts of the common council, except such as to which it is expressly or by necessary implication otherwise provided. All such acts shall be submitted to the mayor by the clerk and shall be in force upon approval evidenced by the mayor’s signature, or upon failing to approve or disapprove within 5 days, which fact shall be certified thereon by the clerk. If the mayor disapproves the mayor’s objections shall be filed with the clerk, who shall present them to the council at its next meeting. A two-thirds vote of all the members of the council shall then make the act effective notwithstanding the objections of the mayor.

