

# West Racine Development Opportunity



## Racine, Wisconsin

### A Request for Proposals

The Redevelopment Authority of the City of Racine is inviting proposals for new development within the block of 3100 Washington Avenue, including 1219 Grove Avenue and 1218 West Boulevard.

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## **ASKING PRICE**

The area was last assessed (land only) at \$222,100; assessed value was estimated to be 97% of market value; giving a market value of \$229,000. The final selling price is negotiable based on any other needs of a potential development project.

*The Redevelopment Authority (RDA) may pay a commission to real estate brokers who secure a buyer or buyers for the land.*

## **PROPERTY**

The site is located in the area of Washington Avenue, between West Boulevard and Grove Avenue. The area is comprised of 7 parcels (3119 – 3101 Washington; 1219 Grove and 1218 West Boulevard) totaling approximately 62,210 square feet (gross size, including easement areas), with more than 240 feet of frontage on Washington Avenue. The property will be sold “as is.” The RDA will assist the developer with the combining and re-platting of parcels.

The parcels are within the healthy West Racine business district. The block is a pivotal gateway location, clearly visible when entering the business district from the east, south or north.

The area surrounding the business district is residential and park land. The business district is within a short distance to several of Racine County’s largest employers such as SC Johnson, Twin Disc, Modine, Pioneer Products and many others as highlighted within the attached Economic Profile (Attachment #1)

The RDA utilized Tax Incremental Financing to acquire the properties and remove buildings to create private redevelopment opportunities.

## **ENVIRONMENTAL AND SUBSOIL CONDITIONS**

The site was formerly occupied by commercial structures, which have been demolished by the RDA.

The RDA environmental consultant has reviewed the properties, obtained any records from the Wisconsin Department of Natural Resources (WDNR) and does not anticipate any concerns within the parcels. If however residual soil impacts are discovered during demolition, investigation will be completed and all necessary remedial action will be accomplished.

All environmental data and geotechnical analysis in the RDA’s possession are available upon request.

## **WEST RACINE REVITALIZATION PLAN**

In 2002, the City of Racine and the West Racine Business Association contracted with a planning firm to complete a revitalization plan for the West Racine area. The Plan sought to provide a framework for revitalization offering general guidelines to maintain

and enhance the neighborhood character and quality of life. The full *West Racine Neighborhood Revitalization Plan* ("West Racine Plan") can be viewed on the Department of City Development web page. Go to:  
[www.cityofracine.org/Depts/development/](http://www.cityofracine.org/Depts/development/).

## **PREFERRED USES**

Preferred uses: High quality commercial development featuring street level retail is the preferred land use for the redevelopment. Examples of preferred uses are:

- Full service grocery.
- Table-service restaurant.
- Multi-tenant retail building, featuring shops such as: hobby shop, book store, bank or other savings deposit institution, gelato/ice cream shop, bicycle shop, jewelry store, men's and/or women's clothing store, and other specialty retail, except as prohibited below.
- Outdoor seating.

The separately listed uses may also be combined within the building. The building may be a conventional multitenant building or a market pavilion that blends common areas and pedestrian areas with the retail space.

Permitted uses: The Authority may permit, on a case-by-case basis, uses that are consistent with the objectives of the West Racine plan and are compatible with and supporting of the preferred uses. Such uses would not be the exclusive use of the property. Examples of permitted uses are:

- Owner-occupied housing units.
- Senior (55+) rental housing.
- Fast casual restaurant without drive-through.

Unacceptable uses: The Authority shall not permit uses that are inconsistent with West Racine plan even though the use may be permitted by the zoning code of the City of Racine. Such uses include but are not limited to:

- Car wash.
- Gas Station.
- Pawn shop.
- Rental housing – general population.
- Buildings four stories or taller.
- Bar/tavern.
- Convenience stores.
- Car sales.
- Fast food with drive through.
- Rent-to-own store.

As a part of the acquisition and demolition of the buildings formerly on the property, the Authority removed certain uses from the redevelopment area. The Authority will record a deed restriction prohibiting such uses from returning to the property. These uses are:

- Check cashing, pay day loan, and similar stores.
- Resale and second-hand stores.
- Tobacco store.
- Tattoo parlor.
- Automobile repair garage.

## **EXTERIOR DESIGN**

Building design, construction materials and color finish shall be compatible with, and complimentary to, those of the existing buildings in the surrounding area. Accent or amenity lighting of exterior facades should be considered to create a desirable night-time effect. See the statement regarding design review in the ZONING, REGULATIONS AND DESIGN REVIEW section of this RFP.

## **UTILITIES AND EASEMENTS**

Utility Easements within the Site are detailed on the attached Survey (Attachment #2, Survey). There are underground utilities running north-south and east-west through the area. Building designs should avoid encroaching upon the utilities. Should a building design encroach upon the utilities, access must be provided for maintenance or repair.

## **CONCEPTUAL SITE PLAN RENDERINGS**

The RDA retained ARC Architectural Group, LLC to develop conceptual site plans to reflect how buildings could be developed on the site while maintaining access to the previously mentioned easements. The renderings can be viewed by visiting: [http://www.cityofracine.org/current\\_request\\_for\\_proposals.aspx](http://www.cityofracine.org/current_request_for_proposals.aspx)

The conceptual site plans are to provide guidance and are not required to be part of any proposal submitted.

## **ZONING, REGULATIONS AND DESIGN REVIEW**

The Area is zoned B-2, "Community Shopping District", (Section 114-466, et seq., Racine Code of Ordinances), a district that provides for a wide range of uses and structure sizes. The B-2 district permitted uses include retail and office uses (and residential units if located above the first floor).

The Racine Code of Ordinances is available on-line at the City's web site, [www.cityofracine.org](http://www.cityofracine.org) click on "Municipal Codes" icon.

The Area is also located in the West Racine Development Review Overlay District (Attachment #3). The design of the redevelopment will be reviewed by a design review committee against the criteria adopted for the district.

## **SPECIAL DISTRICTS**

The properties are located in West Racine Business Improvement District (BID) a special assessment district that supports beautification and marketing of the commercial area. For budgeting purposes, the developer should expect a BID assessment based on a rate of \$2.00 per \$1,000.00 of assessed value.

The properties are located in West Racine parking district, a special assessment district that supports the municipal parking lots in the commercial area. For budgeting purposes, the developer should expect a parking assessment of \$925.00 per year.

## **TRAFFIC COUNTS**

The Wisconsin Highway Traffic Volume Data (published 2008) reflects annual traffic counts of:

15,500 on Washington Avenue (west of West Boulevard);  
14,500 on Washington Avenue (east of West Boulevard);  
8,500 on West Boulevard (south of Washington Avenue); and  
9,700 (north of Washington Avenue).

## **PROVISION FOR MEMORIAL PLAQUE**

All proposals must include in the development a location for a memorial plaque, to be provided by the RDA at its own expense, in honor of Peder Back, an important figure in the Danish heritage of Racine. The location must be visible to the general public.

## **PROVISION FOR FARMERS MARKET**

The property is currently the site of a successful, twice-weekly farmers market. All proposals must consider and explicitly address the continued operation of the farmers market. Changes to the size of the market, operating characteristics, location on the site or relocation to another site, may be considered. The developer is expected to work with the West Racine Business Association, which is the sponsor of the farmers market, regarding its future.

## **PROPOSAL PROCESS**

The RDA is seeking a qualified individual/group to develop **a conceptual plan, budget and timeline and related matters as cited below**, for the development of the project site. Selection of the developer will be strongly influenced by the qualifications and experience of the developer. Additionally, the RDA will seek the development proposal that will enhance the area, acting as a catalyst for future redevelopment in the area.

Responses should be organized in a manner that allows for complete review of each project element. Conciseness in the descriptions will be favorably regarded. If you regard any part of the proposal as proprietary information and wish it to be kept confidential, please specifically identify that information.

Each proposal should include the completion of the attached Redevelopment Authority of the City of Racine **Proposal Summary and Public Disclosure Statement** (Attachment #4). An application fee in the amount of **\$1,000.00** must accompany each proposal. This fee will be refunded if your proposal is not selected. If the proposal is selected, the fee will be applied to closing costs.

Proposals also must include:

Developer Experience

Include a complete description of the developer's background and qualifications, including resume, examples of past projects, statements of financial condition of developer, and list of references.

Include resumes for other members of the developer's team, such as architect/designer, environmental engineer, leasing agent, etc.

### Schedule and Costs

1. Estimated market value of development in the two calendar years following the completion date of development.
2. A phasing strategy, where appropriate, which addresses the schedule of activities and costs related to the site.
3. Project schedule to include time estimates for the following:
  - market feasibility study (if available, provide within responding proposal package);
  - site plan preparation;
  - Identification of which parcel or parcels are being considered within the proposal;
  - financing application/approval;
  - lease-up schedule;
  - building construction – to include foundation and underground work, exterior of structure(s), interior of structure(s), occupancy and landscaping;
  - operating pro forma.
    1. Cost estimates, both hard and soft cost estimates, including building contractors, architectural, legal and other related professional fees.
    2. Project financing. Identify sources of equity and financing, including letters of commitment to the project.
- Preliminary building plans. The plans must be scaled.
  - Building floor plans must show the proposed allocation of space to specific uses and facilities within the building, access and egress, etc.
- Submitted materials to include site plans, depicting setbacks, open spaces, parking, general landscape themes, service walks, sign types and locations, trash collection points, and estimated square footage of structures and, if combination of development, square footage by types of use. Identify any use of green building technology. As well as preliminary building elevation plans to include sufficient detail on proposed façade materials.
- Racine encourages developers to employ, and to use contractors that agree to employ, residents of the City of Racine. Proposals must include a description of how Racine residents will be recruited for employment opportunities associated with the proposal. Proposals will be rated on the efforts that will be made to hire city residents.

## **REVIEW & SELECTION**

The following criteria will be used to review the proposals:

- Architectural design and compatibility with surrounding development.
- Ability of the proposed project to provide sufficient tax incremental revenues to meet the RDA's debt service obligations.
- Quality of construction.
- Consistency with the objectives of this Request for Proposal.
- Proposed purchase price.
- Financial capacity of the development team and soundness of the financing strategy.
- Expertise of and experience of the development team with urban redevelopment.
- Qualifications and property management record of developer.
- Extent to which sustainable or "green" technology and design is proposed.
- Timely project schedule.

Finalists may be interviewed before the proposal is presented to the RDA for approval.

## **OPTION PERIOD & CLOSING**

The successful candidate will have six months commencing with RDA approval to finalize plans and secure firm financing. A closing will occur once all project elements are in place including final plan approval and financing. RDA will convey by Quit Claim Deed. The buyer will be expected to complete all construction work within one year of closing.

## **FINANCIAL ASSISTANCE**

The Business Lending Partners (BLP), a division of Racine County Economic Development Corporation (RCEDC) has several business financing tools. BLP lends money to businesses in conjunction with conventional financing and the owner's equity. More information is available at [www.businesslendingpartners.org](http://www.businesslendingpartners.org).

## **RDA POLICIES**

Proposals will be rejected from any party (as an individual or as part of an entity) who:

- Has delinquent real or personal property taxes in the City of Racine
- Has had property acquired by the County of Racine through tax-foreclosure within the previous five years
- Has an outstanding judgment from the City of Racine
- Has outstanding health or building code violations or orders from the City's Health Department or Building Inspection Department that are not actively being abated
- Has been convicted of a felony that causes concern with respect to neighborhood stability, health, safety or welfare
- Has outstanding offers to purchase or uncompleted performance on a RDA or City sale except upon approval of the RDA Executive Director based on history of performance

Tax and court records will be checked prior to closing. If any of these conditions are found to exist, RDA may terminate the Option to Purchase or Agreement for Sale.

## **OTHER APPROVALS**

Buyer is solely responsible for obtaining approval for a Conditional Use Permit or zoning variance for uses or development requirements that are not expressly permitted by the zoning code.

## **SPECIAL NOTE**

Unauthorized contact regarding this RFP with any RDA Staff, other City policy staff, personnel, or Department of City Development representative may result in disqualification. All questions should be directed to Jean Wolfgang at (262) 636-9476 or by email at [jean.wolfgang@cityofracine.org](mailto:jean.wolfgang@cityofracine.org).

RDA reserves the right to reject any and all proposals for any reason at its sole discretion, to negotiate the terms and conditions of the eventual contract with the developer awarded the purchase and development rights, and to impose additional use restrictions, if necessary.

The contents of the packets are for informational purposes only and the representations made herein, though thought to be accurate, are without warranty. Development teams should rely exclusively on their own investigations and analyses.

### **Ten (10) copies of your Proposal should be submitted to:**

Jean Wolfgang, Associate Planner  
City of Racine  
730 Washington Avenue, Room 102  
Racine, WI 53403

All questions should be directed to Jean Wolfgang at 262/636-9476 or by email at [jean.wolfgang@cityofracine.org](mailto:jean.wolfgang@cityofracine.org). All ten (10) copies of the Proposals must be received by March 4, 2011 no later than 4:00 p.m. and shall indicate on the sealed envelope **“Development Proposal – West Racine”**.



# ECONOMIC PROFILE

City of Racine, WI

## POPULATION

<u>Year</u>	<u>Number</u>	<u>Percent Change</u>
1980	85,725	--
1990	84,298	-1.7
2000	81,855	-2.9
2004 (est.)	80,806	-1.3

Source: U.S. Bureau of the Census, Wisconsin Department of Administration and SEWRPC.

## HOUSING

<u>Year</u>	<u>Total Households</u>	<u>Percent Change</u>
1980	31,744	--
1990	31,785	0.1
2000	31,449	-1.1

### Unit Information: 2000

Total Units.....	33,414
Owner Occupied.....	18,972
Median Value.....	\$83,600
Renter Occupied.....	12,477
Median Rent.....	\$520
Vacancy Rate.....	7.2%

### Units Authorized by Building Permits: 2003

Total Units.....	132
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Source: U.S. Bureau of the Census and SEWRPC.

## INCOME

### 2002 Per Capital Personal Income

Racine County.....	\$30,331
Southeastern Wisconsin Region.....	34,014
Wisconsin.....	30,050

Source: U.S. Bureau of Economic Analysis and SEWRPC.

## TAXES

### Local Property Taxes

- Assessment Ratio: 0.969398279 (2004)
- Net Rate/\$1,000: \$24.98 (2003)
- Aggregate Full Equalized Value: \$3,052,447,000 (2003)

Source: Wisconsin Department of Revenue and City of Racine.

## TRANSPORTATION

### Highways

- Interstate Highway 94/United States Highway 41 located eight miles west
- State Trunk Highways 11, 20, 31, 32, and 38

### Public Transit

- The City of Racine operates the Belle Urban System, which provides bus service on local routes in Racine and surrounding communities.
- Transit service for the elderly and persons with disabilities provided through a program administered by the Racine County Human Services Department
- Wisconsin Coach Lines, Inc. provides commuter bus service in the Milwaukee-Racine-Kenosha travel corridor

### Railway Service

- Rail passenger service provided by Amtrak at nearby Sturtevant station
- Union Pacific Railroad

### Water Transportation Facilities

- Port of Milwaukee located 30 miles north

### Trucking

- 86 trucking establishments located in Racine County

### Air Service

- John H. Batten Field
- Milwaukee's General Mitchell International Airport, located 24 miles north
- Chicago's O'Hare International Airport, located 60 miles south

## GOVERNMENT SERVICES

The City of Racine has a mayor/city council form of government.

### Police and Fire

Police Department: 205 sworn personnel and 62 civilian personnel

Fire Department: 168 full time personnel

### Other

The City provides standard services such as health services, stormwater drainage, street maintenance, snow removal, mercury and sodium vapor street lighting, a park system, recreational programs, and a parking system.

# LABOR AND WAGES

## RACINE COUNTY AVERAGE EMPLOYMENT: 2004

<b>Employment by Industry</b>	<b>Number of Persons Employed</b>	<b>Percent of Persons Employed</b>
Construction.....	3,915	5.2
Education and Health.....	14,752	19.4
Financial Activities.....	2,448	3.2
Information.....	Suppressed	Suppressed
Leisure and Hospitality.....	6,647	8.8
Manufacturing.....	19,013	25.1
Natural Resources.....	380	0.5
Other Services.....	2,385	3.1
Professional and Business Services.....	6,226	8.2
Public Administration.....	4,178	5.5
Trade, Transportation, and Utilities.....	15,259	20.2
Not Assigned.....	Suppressed	Suppressed
Total.....	75,879*	100.0*

\*The total does not equal the sum of the individual categories due to data suppression.

Note: Table revised July 2005.

Source: Wisconsin Department of Workforce Development, Office of Economic Advisors (Quarterly Census of Employment and Wages) and SEWRPC.

## MEDIAN HOURLY WAGES FOR SELECTED OCCUPATIONS: 2003

Wage and employment estimates categorized by occupation can be found by following the link for the OEA Wage Survey located below.

Racine County OEA Wage Survey  
[http://www.sewrpc.org/economicprofiles/racine\\_co](http://www.sewrpc.org/economicprofiles/racine_co)

## INDUSTRIAL SITES

### Industrial Parks (December 2004)

<b>Name</b>	<b>Total Acres</b>	<b>Available Acres</b>
Fred M. Young Industrial Park	49	0
Huck Industrial Park	47	0
Wright-Wieczorek Industrial Park	122	0
Stephen F. Olsen Industrial Park	112	3.3

Contact Person: For the first three sites:  
Mr. Gordon Kacala, Executive Director  
Racine County Economic  
Development Corporation  
Telephone: (262) 898-7400

For the last site:  
Mr. Joe Heck  
City of Racine City Development Office  
Telephone: (262) 636-9151

Source: Racine County Economic Development Corporation and SEWRPC.

## SOUTHEAST WISCONSIN PROJECTED EMPLOYMENT: 2002 – 2012\*

Employment projections categorized by occupational groups can be found by following the link of the employment projection report located below.

Southeast Wisconsin  
OEA Employment Projection Report  
[http://www.sewrpc.org/economicprofiles/racine\\_co](http://www.sewrpc.org/economicprofiles/racine_co)

\*Southeast Wisconsin Includes: Kenosha, Racine, and Walworth Counties.

## CITY OF RACINE CIVILIAN LABOR FORCE: MARCH: 2004

Total Civilian Labor Force.....	38,108
Employed Civilian Labor Force.....	33,517
Unemployed Civilian Labor Force.....	4,591

## HEALTH

Racine County communities are served by a complete range of health facilities and health care professionals. Four hospitals provide expert care to county residents including: St. Luke's Hospital, and St. Mary's Medical Center, Racine, and Memorial Hospital, Burlington. Also, over 200 clinics provide a variety of health services for area communities.

## FINANCIAL

Associated Bank	(262) 632-8869
Bank of Elmwood	(262) 554-5321
Bank One-Racine	(262) 681-4265
Community State Bank	(262) 886-2600
Co-Operative Credit Union	(262) 639-7310
Educators Credit Union	(262) 886-5900
First Financial Bank	(262) 632-8869
U S Bank	(262) 637-4481
Guaranty Bank	(262) 554-6030
Horizon Credit Union	(262) 633-5302
Johnson Bank	(262) 639-6010
M&I Bank-Racine	(262) 638-6200
North Shore Bank	(262) 554-1232
TCF National Bank	(262) 681-8452
Wells Fargo Bank	(262) 637-4401

# MAJOR PRIVATE SECTOR EMPLOYERS

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## MANUFACTURING

### Machinery, Except Electrical

CNH Global N.V.

Merit Gear Corporation  
R & B Grinding Company, Inc.  
Racine Federated, Inc.  
Racine Industries, Inc.  
E.C. Styberg  
Engineering Company, Inc.  
Twin Disc, Inc.  
Versa Technologies, Inc.  
Von Schrader Company  
Wisconsin Pattern Company

### Printing and Publishing

Burlington Graphic Systems  
Color Arts, Inc.  
Lee Enterprises, Inc.  
Printing Developments, Inc.

### Rubber and Miscellaneous Plastic Products

American Roller Company  
Circon Surgitek  
Dynaseal Inc.  
General Converters &  
Assemblers  
Moxness Products, Inc.

### Primary Metal Industries

Lindberg Heat Treating Co.  
Harris Metals Division

### Paper and Allied Products

Great Northern Corporation

### Fabricated Metal Products

A & E Manufacturing Company  
Accu-Bend, Inc.  
Advance Mechanical  
Contractors, Inc.  
Kastar Inc., Division of  
A & E Manufacturing  
Modine Mfg. Company  
Pioneer Products, Inc.  
Racine Plating Company  
Thermal Transfer  
Products, Ltd.  
United Mechanical, Inc.

### Electrical and Electronics

AMETEK, Inc.  
API Gettys Corporation  
In Sink-Erator, Division of  
Emerson Electric Co.  
Lake Electric Motors, Inc.  
Motor Specialty, Inc.  
Multi Products Company, Inc.

### Instruments and Related Products

Johnson Controls, Inc.  
Professional Positioners Inc.

### Transportation Equipment

Young Radiator Company

### Chemicals and Allied Products

S.C. Johnson & Son, Inc.  
KAO, Inc.

## SERVICES

### Health

All Saints Healthcare  
System, Inc.  
INTERIM HealthCare  
Lincoln Lutheran of Racine  
Memorial Hospital Corporation  
Racine Medical Clinic  
Racine Community Care Cntr.  
St. Mary's Medical Center  
St. Luke's Memorial Hosp., Inc.

### Business

The Connolly Group, Inc.  
Kelly Services, Inc.  
Manpower International, Inc.  
Olsten Staffing Services  
QPS Staffing Services, Inc.  
Warren Industries, Inc.

*Source: Classified Directory of Wisconsin Manufacturers, Wisconsin  
Business Service Directory, City of Racine, and SEWRPC.*

# EDUCATION

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The City of Racine is served by the Racine Unified School District.

### Public High School Graduates: 2003

Total Graduates.....	1,191
Average Graduation Rate.....	75.7%

### Standardized Test Results: 2004

Based upon the mean scores reported in the nation, Wisconsin students scored the highest in the nation on the American College Test (ACT).

### 2003 Average ACT Scores

Racine Unified School District.....	21.9
Racine County.....	21.8
Wisconsin.....	22.1
United States.....	20.8

*Source: Wisconsin Department of Public Instruction and SEWRPC.*

### Libraries: City of Racine Public Library

The following post-secondary educational facilities are located within, or in close proximity to, Racine County:

### Colleges and Universities

Alverno College, Milwaukee  
Cardinal Stritch College, Glendale  
Carroll College, Waukesha  
Carthage College, Kenosha  
Columbia College of Nursing, Milwaukee  
Concordia University, Mequon  
Marquette University, Milwaukee  
Medical College of Wisconsin, Wauwatosa  
Milwaukee Institute of Art and Design, Milwaukee  
Milwaukee School of Engineering, Milwaukee  
Mount Mary College, Milwaukee  
University of Wisconsin-Milwaukee, Milwaukee  
University of Wisconsin-Parkside, Kenosha County  
Wisconsin Lutheran College, Wauwatosa

### Technical and Vocational Schools

Gateway Technical College, City of Racine campus

# MEDIA

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### Local Newspapers

- The Racine Journal-Times, Daily

## UTILITIES

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### Electric Power

- We Energies  
Service Information: 1-800-242-9137

### Telephone

- Ameritech, Inc.  
Business Service Information:  
In State: 1-800-660-3000  
Out of State: 1-800-447-7738

### Natural Gas

- We Energies  
Service Information: 1-800-242-9137  
Gas Emergency: 1-800-236-9874

### Solid Waste

- The City of Racine provides refuse collection for residential uses of up to four units and for on-street commercial uses. Other commercial and industrial users contract with private collectors for their services.

### Water

- The City of Racine Water Department:  
Water and Wastewater Utility Office  
Pumping Capacity:  
68 million gallons/day  
Average Daily Consumption:  
21 million gallons/day  
Rate Information: (262) 636-9181

### Sanitary Sewerage

- The City of Racine Sewage Treatment Plant  
Water and Wastewater Utility Office  
Average Annual Hydraulic Loading:  
28 million gallons per day  
Average Hydraulic Design Capacity:  
30 million gallons per day  
Rate Information: (262) 636-9181

## LOCAL CONTACTS

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For industrial, commercial, or business information about the City of Racine, contact:

- Director of City Development  
City of Racine  
730 Washington Avenue  
Racine, Wisconsin 53406  
Telephone: (262) 636-9151  
Facsimile: (262) 636-9329
- Executive Director  
Racine County Economic Development Corporation  
2320 Renaissance Boulevard  
Sturtevant, WI 53177  
Telephone: (262) 898-7400  
Facsimile: (262) 898-7401
- Planning and Development Director  
Racine County Planning and Development  
Department  
14200 Washington Avenue  
Sturtevant, Wisconsin 53177  
Telephone: (262) 886-8470  
Facsimile: (262) 886-8488
- Racine Area Manufacturers & Commerce  
300 5th Street  
Racine, Wisconsin 53403  
Telephone: (262) 634-1931
- Community Development Manager  
We Energies  
231 W. Michigan Street  
Milwaukee, WI 53203  
Telephone: (414) 221-3018  
Facsimile: (414) 221-3853
- Southeastern Wisconsin Regional Planning  
Commission  
P.O. Box 1607  
Waukesha, Wisconsin 53187-1607  
Telephone: (262) 547-6721  
Facsimile: (262) 547-1103

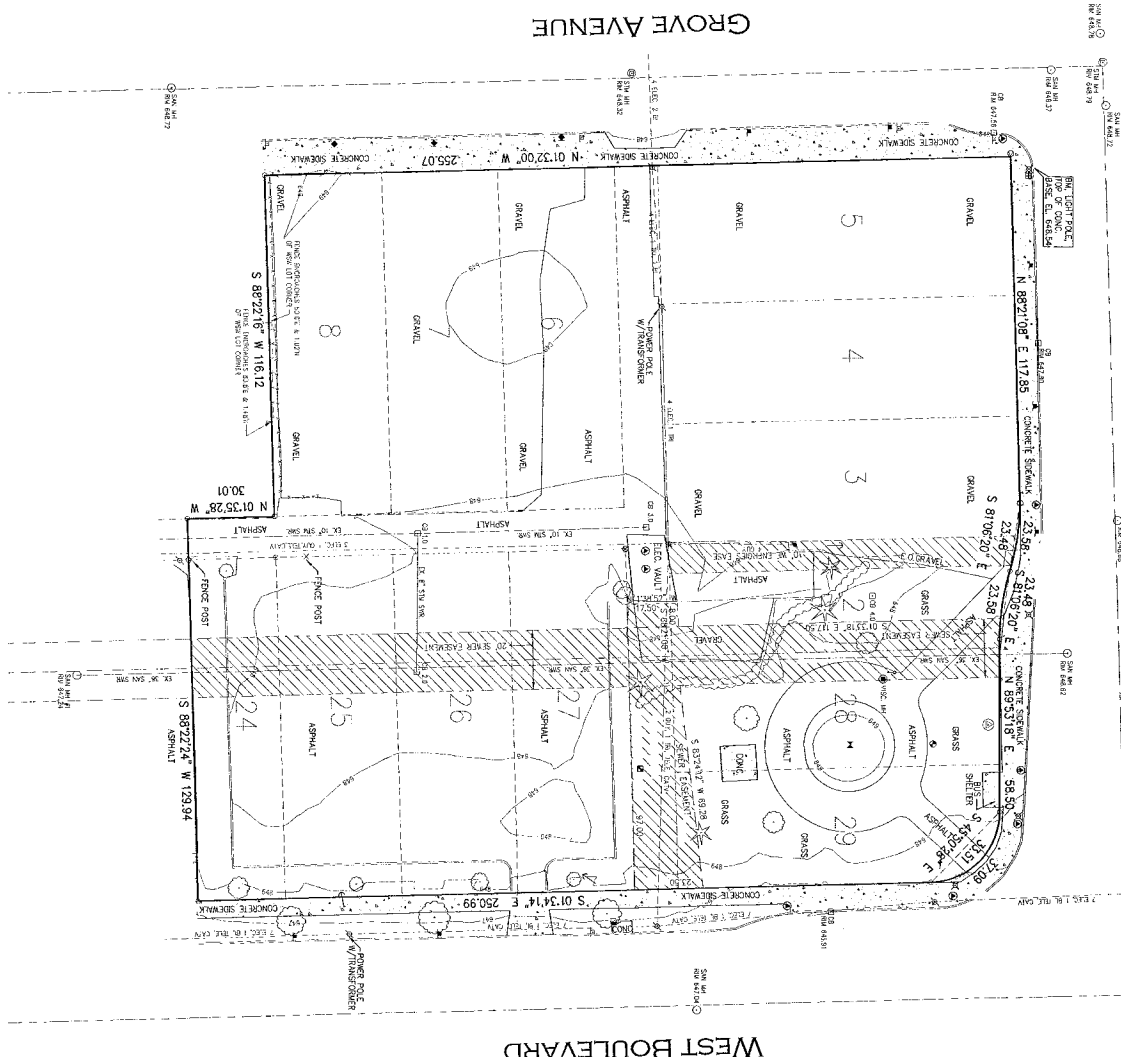


This profile is one in a series of regional, county, and community profiles prepared by the Southeastern Wisconsin Regional Planning Commission in cooperation with the Regional Economic Partnership as a community service.

Source: SEWRPC.

Source: SEWRPC.

S.T.H. "20" (WASHINGTON AVENUE)



## WEST BOULEVARD



## EX. UTILITY INFO

CB 1.0	WCC-M-
RW 54.75	200 646.4
E: 10° MAS 54.65	E: 6° NINE 646.76
E: 8° E 643.85	(OAY TINE)
CB 20.0	SIN ME -
RW 64.33	RW 647.24
E: 6° W 644.35	E: 35° MAS 629.58
CB 3.0	
RW 64.75	
E: 10° S 643.91	
CB 4.0	
RW 64.86	
4.4 TO 8.00*	
(FILLED W/BERNS)	

## TOPOGRAPHIC SURVEY

THE CITY OF RACINE  
CITY OF RACINE, RACINE COUNTY, WISCONSIN

**Certification**  
The above-described property has been surveyed under my direction and the map  
herein shown is a correct representation thereof.  
11/13/2006 Michael J. Mabe



BEARING BASE: GRID NORTH, WISCONSIN  
COORDINATE SYSTEM, SOUTH ZONE.  
ALL ELEVATIONS REFER TO NATIONAL  
GEODETIC DATUM OF 1929.

**DIGGERS HOTLINE**  
Toll Free (800) 242-8511  
Albuquerque Area (505) 259-1151  
Hearing impaired TDD (800) 642-7289  
[www.DiggersHotline.com](http://www.DiggersHotline.com)

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JOE 2006.1

## FINAL

### **WEST RACINE ACCESS CORRIDOR SUPPLEMENTAL EVALUATION CRITERIA:**

(To be utilized in addition to criteria expressed in Section 114-642)

Adopted CPC 12/10/03

Amended CPC 09/13/06, CC 09/19/06

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#### **WEST RACINE ACCESS CORRIDOR SUPPLEMENTAL EVALUATION CRITERIA**

##### **1. BUSINESS USES AND ACTIVITIES**

- a) **Basic Concept** - Shifting market conditions mean that it should be expected that uses and activities in subject and surrounding buildings will change over time.
- b) **Targeted Uses** - Focus on higher intensity retail goods and services, but allow for occasional interspersing of institutional, office, or residential uses (in upper levels).
- c) **Activity in Buildings**- Retail goods, services or restaurants should be located on the ground floor (street level). Additional businesses, offices, and restaurants may be located on upper floors.
- d) **Service access** - Should be located to the rear of buildings and designed with landscaping, screening, and features that match the surrounding architectural features and site conditions.

##### **2. CIRCULATION**

- a) **Linkages** - Create continuous linkages designed for pedestrian, bike, and vehicular movements.
- b) **Mixed Traffic** - Where possible, allow for a mixture of vehicles both service and customers (except for frequent semi-truck deliveries that should be made to the rear of buildings).

##### **3. BUILDINGS DESIGN**

- a) **Position and Spacing** - Should be fronted on property lines with no spaces or small spaces between each building.
- b) **Building alignment** - Relationship to the street shall be parallel or perpendicular, rather than oblique or diagonal, to at least one street front.
- c) **Façade Alignment** - Front facades shall be parallel to the street with the major roof ridges either parallel or perpendicular to at least one street front.

## West Racine Access Corridor Supplemental Evaluation Criteria

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d) **Façade Design –**

- **Rhythm** - Strong presence with corresponding alignment of fenestration and ornamentation.
- **Interaction** - Encourage large windows at ground levels that allow people to see activities and goods inside.
- **Compatibility** - Side and rear facades shall be compatible with overall building design concept.
- **Visual Interest** - Blank walls and monotonous elevations shall be avoided unless the wall is obscured from view.
- **Tri-Formed Design** - All facades shall express base, middle and top articulation. Base facades should include elements such as doors, windows, textures, projections, awnings and canopies, ornamentation, etc. which help relate the façade to the human scale.
- **Design Enhancement** – Utilize natural materials and special features to define entrances, corners and links to other buildings and public spaces.
- **Entryways** - Front entries for general public use are required, but other additional side or rear entries are permissible.

e) **Complementing or Creating Public Spaces** – use buildings to form public spaces by emphasizing the shape of plazas with appropriately scaled design details and windows to enhance pedestrian travel.

#### 4. **STREETSCAPE**

- a) **Definition** – Design street entrances and exits in the commercial area to give the driver and pedestrian a strong sense of a distinct public place.
- b) **Continuity** – Reinforce continuity with street lights, paving patterns, street signage, furniture and landscaping.
- c) **Sense of Place** – Include the use of public art or strong visual elements in the corridor to establish a sense of place and develop a desired character of the area.
- d) **Activity** - Designs should encourage street level pedestrian activity.

#### 5. **SIGNAGE**

New signage should be traditional in character to complement the architecture of the buildings in the neighborhood.

- a) **Signboards** - A flat signboard with hand painted or raised lettering is the most appropriate type of sign for older commercial buildings. These signs should be placed in the narrow band above the storefront called the sign zone and be externally lighted.
- b) **Awning Signs** - Awning signs have lettering on the edge flap or “skirting” of the awning. Lettering on the main part of the awning is generally not permitted.
- c) **Display Window Lettering** - Another common type of storefront signage is lettering that is painted on or etched into the interior side of display windows and glazed entry doors. These signs should consist of only lettering and/or a logo, should not cover more than 1/5 of the area of the glass panel, and should not obscure the display area.



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- d) **Hanging Signs** - Hanging signs are signs that project from building's wall and are supported by metal brackets. These signs are sometimes made in the likeness of objects or symbols associated with a particular type of business. These signs should project no more than five feet from the face of the building, and should not obscure the signage of other nearby businesses. The signs and brackets should be designed to complement the architecture of the building and mounted in the mortar joints of masonry buildings. All projecting signs should be hung within the base zone of the building or parallel to the second story windows, and be externally lit. Internally lit and moving projecting signs are generally not permitted.
- e) **Transom Signs** - A transom sign is made of leaded glass letters that are built into the transom above the storefront display window or door. These can be illuminated at night with backlighting or illuminated from the glow of interior store lights. These signs can be made today by leaded glass crafts workers and can be made "as easy to remove" panels that can be changed when tenants change.
- f) **Neon Signs** - Neon signs first became popular in the late 1920's and 30's, and are seeing a renaissance in popularity today. There are many neon sign artists who can design new signage that will complement an older storefront. Exterior neon signs are most appropriate for post 1920's commercial buildings, while neon signs that are mounted within a display window can be successfully adapted for use on all types of commercial structures.
- g) **Yard & Sidewalk Signs** - When appropriate, permanent yard signs as well as portable sidewalk signs ("sandwich boards") displayed during business hours can also be used.
- h) **Sign Content** - No matter which type of sign is chosen, they should include only the formal name of the business, the nature of the business, and the address. There should be no advertising of brand names, credit card, service club affiliations, etc. This information detracts from the readability of the primary message of the sign.
- i) **Integration** – Signs, awnings and façade treatments shall be integrated with the building's architectural character and building arcade.
- k) **Prohibitions**
  - Signs shall not be painted directly onto any wall, roof, or structural element of a building.
  - Signs shall not be located above the bottom of the second floor windows.
  - Projecting signs shall not extend more than five feet from the building.
  - Free standing signs (accept gateway monument signs or temporary signs).

### 6. PARKING

- a) **Location** - On street parking should be provided whenever possible. Otherwise, parking should be located to the rear of buildings or in mid-block courtyards.
- b) **Integration** –
  - Parking areas shall be hard surfaced, public spaces with shared, visually integrated parking and pedestrian areas that create visual distinctions to illustrate the intended flow of vehicular and pedestrian traffic.

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- Parking patterns shall match and reinforce the geometry of building and site conditions.
  - Design parking areas with other architectural features and public space elements of the street.
  - Parking areas should be viewed as a continuation of the street areas.
- c) **Differentiation** – Utilize materials that provide a clear differentiation between the travel zones, parking and pedestrian zones.
- d) **Enhancements** – Decorative lighting and other visual amenities should be used to reinforce the design of the public places.
- e) **Shared Facilities** - Shared parking and cross access connections should be encouraged.
- f) **Bicycles** - Bicycle parking may be shared between uses and should be centrally located, easily accessible, and visible from streets or parking lots.
7. **LANDSCAPING**
- a) **Definition of Place-** Landscaping should be used to reinforce the geometry of the public space and signify entrances and exits to the commercial area.
- b) **Site Planning Consideration -**
- ◆ Plantings should be placed on the ends or perimeter of the green spaces to allow activity to occur in the middle.
  - ◆ All buffer areas, site perimeters and remaining portions of a site not devoted to driveways, parking areas, or paved work areas should be landscaped.
  - ◆ Create significant landscapes such as groves and gardens between buildings that encourage active use.
8. **COLOR PALATE**
- a) Exterior color schemes shall be selected by the project applicant from the 1,082 tones found in the approved Sherwin Williams “COLOR” palate, or its industry equivalent. The approved palate may be reviewed at the office of the Department of City Development (the “Department”). Approved paint treatments from the Sherwin Williams “COLOR” palate are as follows:
1. Body, trim, window, door and accent colors shall be selected from the 280 tones described as “Fundamentally Neutral” and the 560 tones described as “Color Options”, or their industry equivalent.
  2. Trim and accent colors only may also be selected from the 94 tones described as “Essentials” and 148 tones described as “Energetic Brights”, or their industry equivalent.
9. **COLOR SELECTION GUIDANCE**
- a) In all cases, paint shall be applied in a professional, complete and workmanlike manner.
- b) Paint colors shall be viewed as a reversible finish. Building owners are encouraged to select colors appropriate to the style and period of the building construction. Monotonous color schemes, lacking in contrast, are discouraged and transitions of color are encouraged.

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- c) Related color schemes such as monochromatic (different values of a single color), neutral (gray, taupe, tan or gray-beige), or analogous (colors close to one another on the color wheel such as blue and blue-violet) are appropriate.
- d) Contrasting color schemes such as opposites (colors opposite each other on the color wheel), split complement palettes (colors adjacent to true colors such a yellow and yellow-orange), or triad palettes (three colors spaced in fairly equal increments on the color wheel) are appropriate.

**10. SECURITY**

- a) Exterior and interior security measures such as grating, bars, mesh or roll down and accordion gates are prohibited on street façades.

## Redevelopment Authority of the City of Racine Proposal Summary and Public Disclosure Statement

This form must be completed by parties buying property from the Redevelopment Authority of the City of Racine. Attach additional information as needed or as required in an RFP. If you attach confidential material, clearly identify if the attachments are proprietary.

<b>PROPERTY: West Racine – 3100 block Washington Avenue</b>
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<b>OFFER INFORMATION:</b>
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Offer Price: \$ \_\_\_\_\_

Contingencies: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Is the offer being submitted by a licensed broker? ☐ Yes ☐ No

Broker Name/Phone: \_\_\_\_\_

Firm/Address: \_\_\_\_\_

No broker fees will be paid by the Redevelopment Authority of the City of Racine without prior review and approval; brokers should contact Jean Wolfgang, contact information in RFP, to discuss fees.

<b>BUYER IDENTIFICATION</b>
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Legal Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Primary Contact/Phone: \_\_\_\_\_

Email/Fax: \_\_\_\_\_

Buyer Attorney: \_\_\_\_\_

Legal Entity (Circle one)      Individual(s)    Corporation    LLC    Partnership

Other: \_\_\_\_\_

If not a Wisconsin corporation/partnership, state where organized: \_\_\_\_\_

Will a new entity be created for ownership? Yes\_\_\_\_ No\_\_\_\_

Principals of existing or proposed corporation/partnership and extent of ownership.

Name	Address	Title	% Interest

## PROJECT DESCRIPTION

Describe Project/Proposed Use (respond to the RFP, attach additional pages as needed):

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Property Summary: Building Area \_\_\_\_\_ SF #Stories \_\_\_\_\_ #Park Spaces \_\_\_\_\_  
Basement? Yes \_\_\_ No \_\_\_ Land Area \_\_\_\_\_ SF # Units \_\_\_\_\_

How will storm water be managed? \_\_\_\_\_

Will the project incorporate sustainable concepts? \_\_\_\_\_

Owner occupied business or residence? Yes \_\_\_ No \_\_\_

For income property, estimated sale or rental range: \_\_\_\_\_

Will a zoning change be requested? \_\_\_\_\_

Identify other approvals, permits or licenses: \_\_\_\_\_

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Discuss neighborhood impact/support: \_\_\_\_\_

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*Property must be fully taxable for property tax purpose.*

## DEVELOPMENT TEAM

Developer: \_\_\_\_\_

Community Partners: \_\_\_\_\_

Architect: \_\_\_\_\_

Surveyor: \_\_\_\_\_

Contractor: \_\_\_\_\_

Sales Agent/Property Manager: \_\_\_\_\_

Other Members: \_\_\_\_\_

Describe Team Expertise and Experience: \_\_\_\_\_

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Other Team Projects: \_\_\_\_\_

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**PROJECT BUDGET & FINANCING STRATEGY**

## Budget Summary

Property Acquisition (public and private)	\$
Environmental testing/remediation (buyer's share)	\$
Demolition (if applicable)	\$
Hard Construction/Rehabilitation Costs	\$
Soft costs – architectural fees, permits, misc. charges, overhead, profit	\$
Financing Fees	\$
<b>Total Cost</b>	<b>\$</b>

Budget Source (circle):      Developer      Architect      Contractor      Other: \_\_\_\_\_

Attach detailed summary or pro-forma income analysis as necessary.

## Financing:

Percentage of purchase that will be cash \_\_\_\_\_%, percentage financed \_\_\_\_\_%.

Percentage of construction that will be cash \_\_\_\_\_%, percentage financed \_\_\_\_\_%.

Lender: \_\_\_\_\_

Pre-approved? Yes \_\_\_ No \_\_\_ Loan Amount: \$ \_\_\_\_\_

(Attach pre-approval or letter of interest; May be asked to provide evidence of equity)

Grants involved? Yes \_\_\_ No \_\_\_

Sources: \_\_\_\_\_

Application Status: \_\_\_\_\_

Likelihood of Award: \_\_\_\_\_

Other Funding: \_\_\_\_\_

**JOB CREATION**

Current Employment (if applicable)	Full Time	Part Time
Number of jobs to be created	Full Time	Part Time
Number of jobs to be retained	Full Time	Part Time

Types of jobs: \_\_\_\_\_

Expected average wage: \_\_\_\_\_

Benefits? Yes \_\_\_ No \_\_\_ If yes, please specify: \_\_\_\_\_

Describe your strategy for giving City of Racine residents preference for open jobs:

\_\_\_\_\_  
\_\_\_\_\_

<b>ESTIMATED SCHEDULE</b>
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All needed City Approvals Complete .....

Final Plan/Specification Preparation .....

Bidding and Contracting .....

Firm Financing Approval .....

Construction/Rehabilitation Complete.....

Landscaping/Site Work .....

Occupancy .....

<b>CONFLICT OF INTEREST DISCLOSURE</b>
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Buyer covenants that no member of the Redevelopment Authority of the City of Racine, the Racine Common Council, nor any officers or employees of the City of Racine, has an interest in the Buyer of the intended redevelopment except as follows: \_\_\_\_\_

Is the Buyer a City of Racine employee, council or committee member? Yes \_\_\_\_ No \_\_\_\_  
If yes, identify the department, board, and position. \_\_\_\_\_

Properties are sold on an “as is, where is basis.” The City discloses that vacant lots may contain old foundation and debris or other subsoil problems.

All properties must be fully taxable for property tax purposes. The deed shall contain a restriction prohibiting future application to the City for exempt status.

<b>BUYER CERTIFICATION &amp; ACKNOWLEDGEMENT</b>
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We certify that all statements in this application are true and correct and we understand the Redevelopment Authority of the City of Racine policies.

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Signature

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Title

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Date

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Signature

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Title

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Date