



CITY OF RACINE DEPARTMENT OF CITY DEVELOPMENT STAFF REPORT

Meeting Date: 9/12/2018

To: Mayor and Plan Commission Members

From: City Development Department, Division of Planning and Redevelopment

Division Manager: Matt Sadowski – (262) 636-9152 matthew.sadowski@cityofracine.org

Case Manager: Jeff Hintz

Location: 1104 Sixteenth Street, located between 14th and 16th streets to the north and south and bounded by Racine Street and Grand Avenue to the east and west.

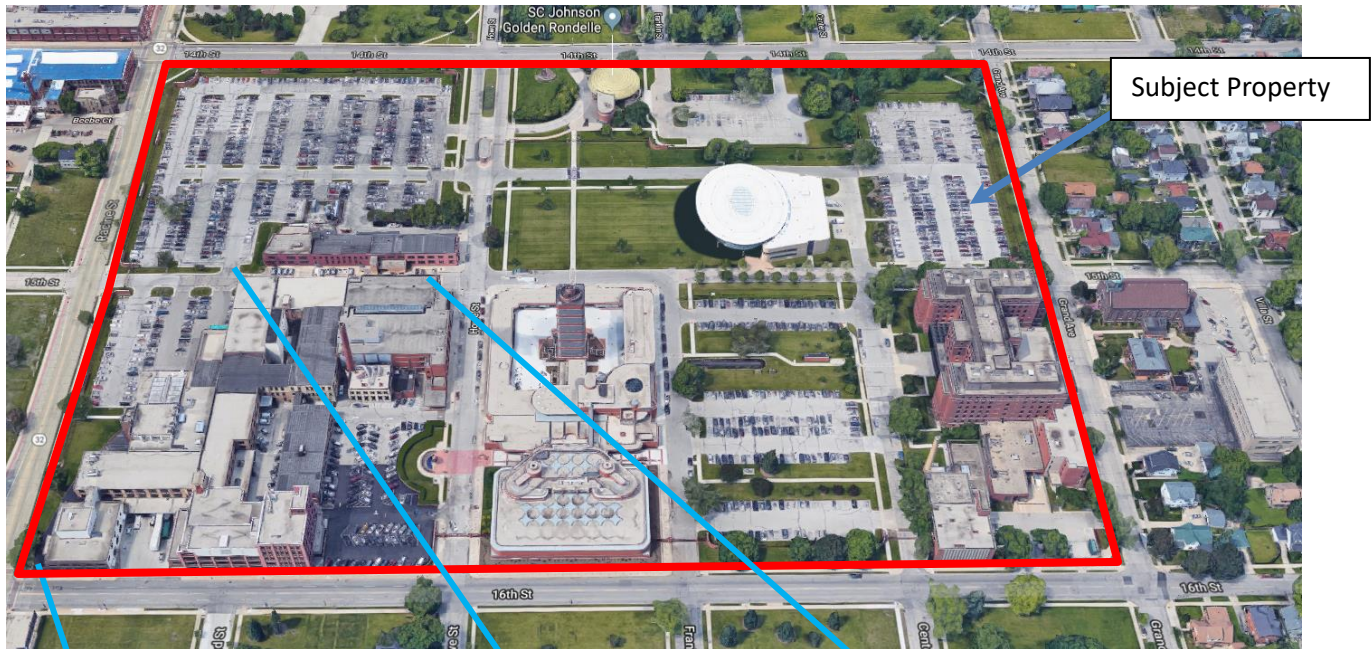
Applicant: S C Johnson and Son Inc.

Property Owner: S C Johnson and Son Inc.

Request: Consideration of a minor amendment to an existing conditional use permit for an industrial planned development which allows for offices, research and development, meeting space, museum, public gathering space, and manufacturing campus addressed as 1104 16th Street, 1525 Howe Street, 1401 Howe Street, and 1526 Grand Avenue for property located in an I-2 General Industrial Zone District and Office/Institutional Zone District as required in section 114-155 of the Municipal Code. The proposed changes as part of this minor amendment would only occur on the 1104 16th Street property.

BACKGROUND AND SUMMARY: The applicant seeks to remodel the interior space of an existing set of buildings on the west end of the campus and plans to demolish and rebuild two of the buildings, but in the same footprint and bulk. The proposal will include façade enhancements to the side of the building visible from Racine Street. No planned changes to the operations or function of the campus is intended with this minor amendment and no increase in building footprint will occur.

The Zoning Ordinance classifies this type of change as minor amendment to the existing planned development for a campus and is permissible upon review and approval from the plan commission (114-155).



Birdseye view of the property, indicated in red (image from Google Maps).



Floor Plan (north is up) showing where demolitions and reconstruction will occur (purple color) and green indicating where renovation will occur, submitted by applicant. All of these changes are on the west end of the campus on the 1104 16th Street parcel. Building corners depicted by blue lines to show location.



Building rendering of north façade as seen from employee parking lot, submitted by applicant.

GENERAL INFORMATION

Parcel Number: [09053001](#)

Property Size: 14.18 acres (1104 16th Street parcel) and 34.3 acres for entire campus

Comprehensive Plan Map Designation: Industrial and Commercial (theater portion)

Consistency with Adopted Plans:

The [Racine Comprehensive Plan](#) states that:

- The plan should encourage the redevelopment of older areas and commercial areas.
- Maintain and develop a land use pattern that strengthens the character and livability of the City's downtown core, commercial and industrial areas, and neighborhoods.
- Promote redevelopment and infill in areas with existing infrastructure and services, enhancing existing residential, commercial, and industrial areas.

Corridor or Special Design District?: N/A

Historic?: N/A Note: The administration building and research tower is listed on the NRHP, but no changes are contemplated to that building or parcel with this proposed amendment.

Current Zoning District: I-2 General Industrial and O/I Office/Institutional, all of which is within a campus as conditional use for a planned development.

Purpose of Zone District: The I-2 general industrial district is intended to accommodate those industrial activities which may produce moderate nuisances or hazards in areas that are relatively remote from residential and commercial development. The O-I office/institutional district is designed primarily to accommodate office buildings, civic and governmental structures, and educational and institutional buildings in a mutually compatible environment.

Proposed Zoning: No change proposed

Existing Land Use: Vacant building which was most recently a childcare center.

Surrounding Zoning and Land Uses:

North	I-2 General Industrial	Undeveloped property
East	R-3 Limited General Residence	Dwelling units and a religious institution
South	B-1 Neighborhood Convenience	Undeveloped property
West	I-2 General Industrial	Undeveloped property

Operations: The operations of the campus will not change as a result of the proposed amendment. The operations comply with all requirements of the planned development.

ANALYSIS:

Development Standards:

Density ([114-Article V](#): Article VII, Div. 5 [Bulk Regulations](#) & 8 [Lots](#)): The buildings will be reconstructed in the same locations without altering the general footprint of the development. As a result, the density for the campus and this parcel will remain unchanged. There will be an area which is currently a parking drive aisle, between two buildings which is enclosed. This change is generally negligible when calculating the entire density for the campus.

Standard	Required	Provided
Lot Area	No minimum	1,494,108 square feet
Lot Frontage	30 feet	4,975 feet
Floor Area Ratio	4.0 maximum	.79

Setbacks ([114-Article V](#): Article VII, Div. 6 [Development Standards](#)): The buildings setbacks as a result of this minor amendment are not going to change. The resultant development will comply with all zoning ordinance requirements and that of the planned development.

Building design standards (114-Secs. [735.5](#) & [736](#)): The building on the parcel complies with the requirements of 114.735.5.b.1 in the zoning ordinance. The new buildings also comply with the requirements of the conditional use and the zoning ordinance.

Off-street parking and loading requirements (114- [Article XI](#)): The loading spaces/zones, parking spaces and lots comply with zoning ordinance requirements and those of the planned development. No changes in parking access and loading zones are contemplated with this amendment.

Landscaping, screening and yard requirements ([114- Article V](#): Article VII, Div. 6 [Development Standards](#) & 7 [Fences and Walls](#)): The requirements of 114-734 (a) and 114-761 have been met by the proposed landscaping plan. This project has provided landscaping which is not invasive and will enhance the aesthetics of the project; the proposed landscaping is in compliance with the requirements of the planned development.

Sign Regulations (114-[Article X](#)): Signage shown in the project rendering is not anticipated to be viewable from the street. The signage is setback well within the campus and is also obscured by perimeter fencing to the campus. Signage which is not intended to be visible from the street right-of-way is not included in signage calculations for a property.

Outdoor lighting, signs ([114-Sec. 742](#)): The exterior lighting of the site focuses light onto the site and complies with ordinance requirements. The proposed lighting plan appears to comply with all ordinance requirements and will focus light onto the campus and not onto adjacent properties.

Rubbish and trash storage ([114-Article V](#) & [114-740](#)): The trash handling for the campus complies with the development requirements specified in the zoning ordinance. Changes to trash storage and handling are not contemplated with this amendment.

Engineering, Utilities and Access:

Access ([114-1151](#)): The plans submitted by the applicant do not contemplate changes in access to the site.

Surface drainage ([114-739](#) & Consult Engineering Dept.): The impervious area of the site is not changing as a result of this proposal. The buildings will be constructed where previous buildings or paved areas are currently. Surface drainage is not anticipated to change as a result of this proposal.

Sewage disposal and water supply ([114-821](#) & Consult Engineering and S/W Utility): All utilities are available for this site and the applicant proposal is not expected to impact the ability to serve this area.

Exceptions to ordinance: No exceptions are required for this proposal.

Additional Planning and Zoning Comments: The common periwinkle (Vinca Minor) is listed as caution on the Wisconsin DNR species list. This does not mean it cannot be planted, however it does need to be monitored. It is unlikely that in this location (the overall campus in relation to native prairie in the area) that the plant would overtake prairie or natural habitats.

REQUIRED FINDINGS OF FACT:

CONDITIONAL USE FINDINGS (Sec. 114-154. – Standards.)

No Conditional Use shall be recommended by the Plan Commission unless it is found that:

- 1) The establishment, maintenance, or operation of the conditional use will not be detrimental to, or endanger, the public health, safety, morals, comfort, or general welfare.**

Staff Comments: This minor amendment is not anticipated to impact the public health safety or comfort. The amendment contemplates placing buildings where they have always been on the property and the impervious surface is not increasing. The proposal will modernize the functionality of this portion of the facility and enhance the overall aesthetics of the campus. The building and site plans comply with all zoning ordinance requirements and requirements of the planned development.

- 2) The conditional use will not be injurious to the use and enjoyment of other property in the immediate vicinity for the purposes already permitted, nor substantially diminish and impair property values within the neighborhood.**

Staff Comments: This amendment contemplates rebuilding in the same spaces as existing buildings and to provide uses which take place on the campus at this time. The use and appearance of the building is not anticipated to be injurious to other properties in the general area. There is not expected to be any adverse impacts as a result of this minor amendment; the use is not expected to generate loud noise or other detrimental effects and is anticipated to fit into the area.

- 3) The establishment of the conditional use will not impede the normal and orderly development and improvement of the surrounding property for uses permitted in the district.**

Staff Comments: The amendment being sought will alter the appearance of the building, but the property will continue to function in the manner in which it always has. This proposal will not impede development in an orderly fashion in this area and is expected to enhance the overall appearance of the campus and general area. This minor amendment will not impact the ability of other properties in the area to develop and function for uses which they have been zoned for.

- 4) Adequate utilities, access roads, drainage and/or necessary facilities have been or are being provided.**

Staff Comments: The site plan submitted by the applicant does not propose any changes to the access, utilities or drainage for the site. The reuse of this site and existing building is not expected to impact the provision of utilities for the property or general area.

5) Adequate measures have been or will be taken to provide ingress and egress so designated as to minimize traffic congestion in the public streets.

Staff Comments: The access to the site will not change as a result of this amendment. The campus will continue to utilize the public streets in the same manner as previous approvals have allowed for. While the access through the site may be altered, access to and from the site will remain unaltered.

6) The proposed conditional use is not contrary to the objectives of the current land use plan for the city.

Staff Comments: The land use plan for the City identifies this property as Industrial and Commercial. This proposed usage is consistent with the objectives of the comprehensive plan and is of a lesser intensity than other uses allowed in this zone district. Additionally, this campus had been designed in a manner in which the greenspace in the building setbacks would minimize any noises emitting from the buildings.

7) The conditional use shall, in all other respects, conform to the applicable regulations of the district in which it is located, except as such regulations may, in each instance, be modified pursuant to the recommendations of the plan commission.

Staff Comments: No exceptions are needed with the request and the proposed façade will complement and enhance the area. The building and landscaping plans meet all zoning ordinance and planned development requirements.

POSSIBLE ACTIONS FOR THE PLANNING COMMISSION

1. Approve the request as submitted; or
2. Approve the request with conditions deemed necessary to mitigate any adverse impacts that could arise from the project; or
3. Deny the request; or
4. Defer the request to obtain more specific information about the request.

STAFF SUPPORTS THE APPLICATION FOR THE FOLLOWING REASONS:

- If developed as shown in the submitted plans, the project will enhance the campus and be complimentary to the neighborhood.
- The proposed improvements are consistent with planned development requirements and all zoning ordinance requirements for the property.

- The investment into the property keeps the campus modernized, functional and in use while meeting daily functionality of the company.

STAFF RECOMMENDATION: BASED ON THE FINDINGS OF FACT IN THIS REPORT, THAT THE REQUEST FROM SC JOHNSON & SON INC, SEEKING A MINOR AMENDMENT TO AN EXISTING CONDITIONAL USE PERMIT FOR AN INDUSTRIAL PLANNED DEVELOPMENT WHICH ALLOWS FOR OFFICES, RESEARCH AND DEVELOPMENT, MEETING SPACE, MUSEUM, PUBLIC GATHERING SPACE, AND MANUFACTURING CAMPUS ADDRESSED AS 1104 16TH STREET, 1525 HOWE STREET, 1401 HOWE STREET, AND 1526 GRAND AVENUE BE APPROVED, SUBJECT TO THE FOLLOWING CONDITIONS:

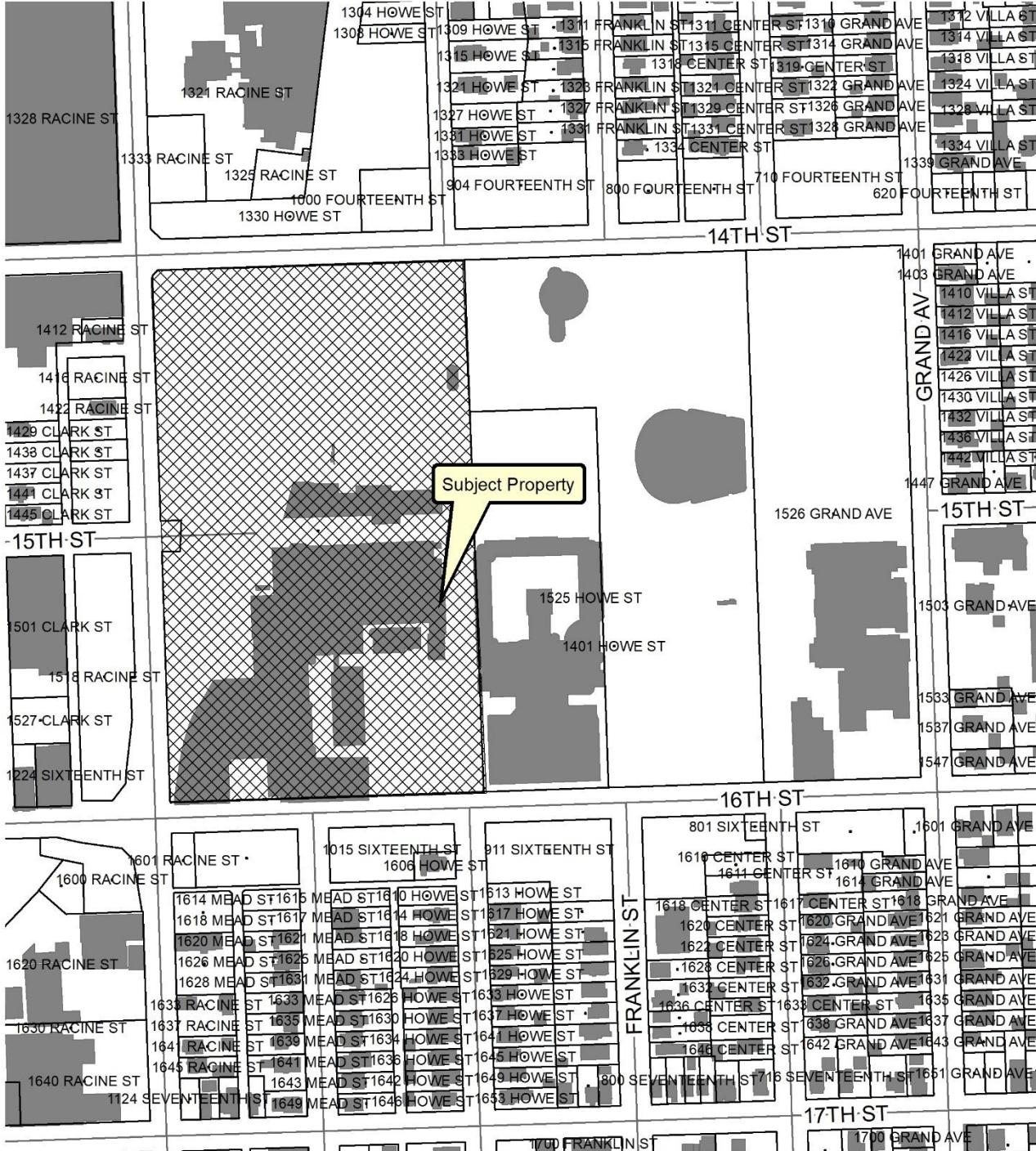
- a) That the plans presented to the Plan Commission on September 12, 2018 be approved subject to the conditions contained herein.
- b) That all codes and ordinances are complied with and required permits acquired.
- c) Any additional details or adjustments to plans required by the City of Racine Joint Plan Review Team be provided prior to permitting.
- d) That no minor changes be made from the conditions of this permit without approval of the Plan Commission, and no major changes be made from the conditions of this permit without the approval of the Common council.
- e) That this conditional use permit is subject to Plan Commission review for compliance with the listed conditions.

ATTACHMENTS:

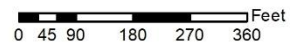
- 1) Map view indicating the subject property;
- 2) Aerial Photo indicating the subject property;
- 3) Zoning Map indicating the subject property;
- 4) Land Use Map from Comprehensive Plan, indicating the subject property;
- 5) Submittal documents ([click to view](#)).



Conditional Use Amendment - 1104 16th Street

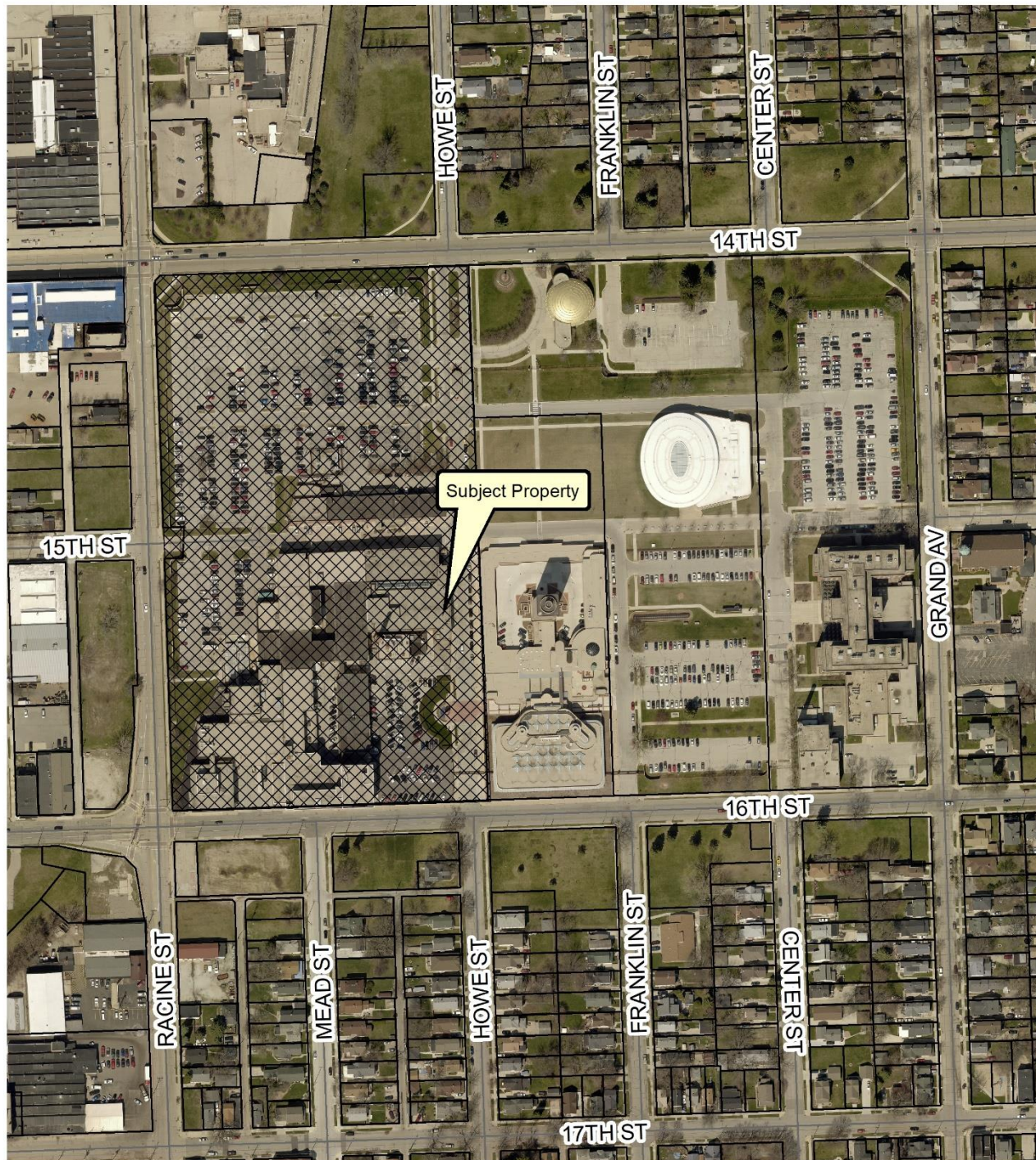





- Subject Property
- Tax Parcel Boundary
- Street Centerline
- Building Footprint

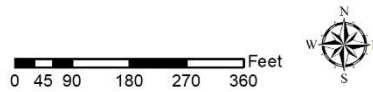




Conditional Use Amendment - 1104 16th Street

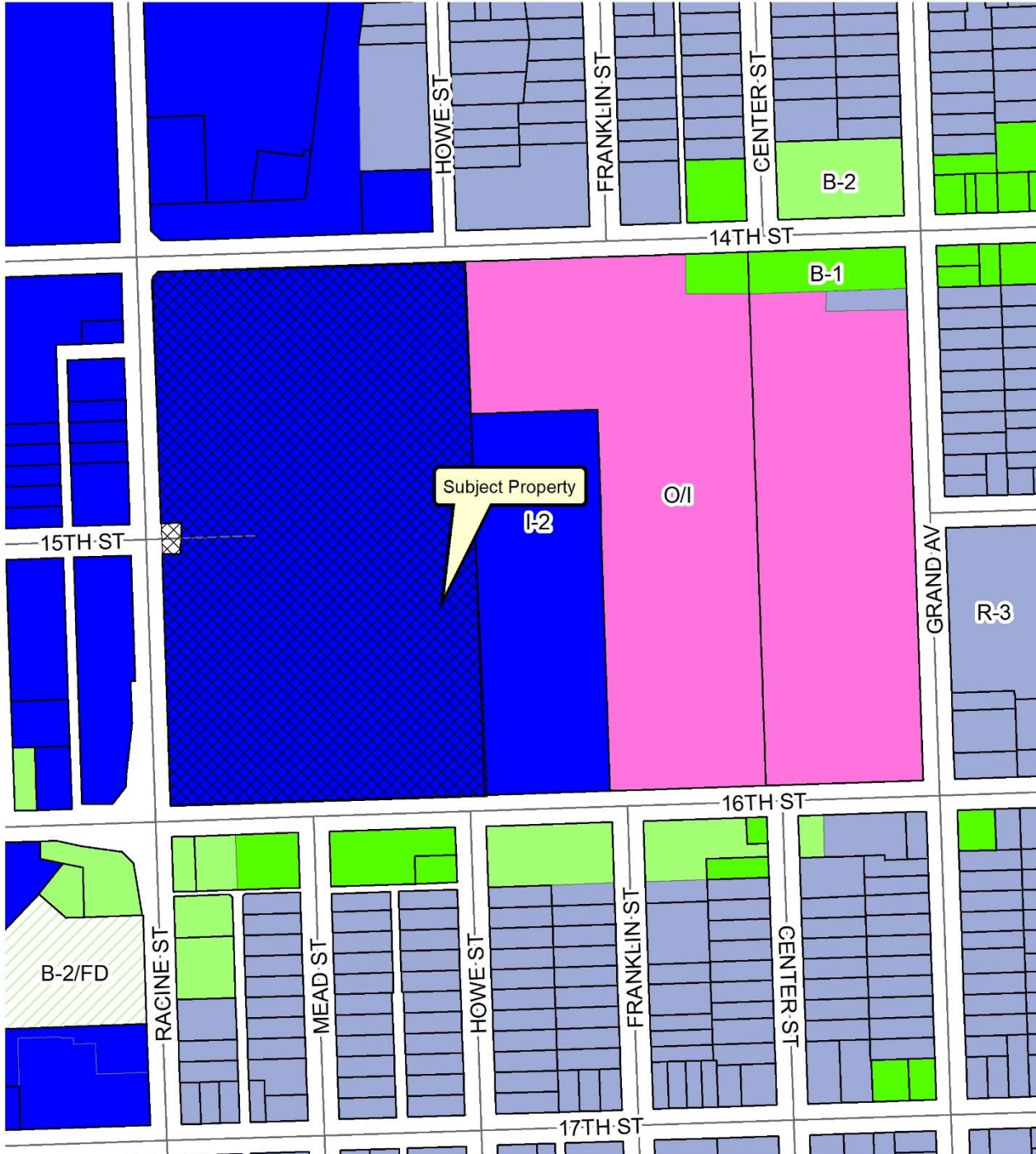


 Subject Property  Tax Parcel Boundary
 Street Centerline





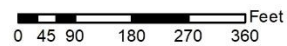
Conditional Use Amendment - 1104 16th Street



Zoning Designation

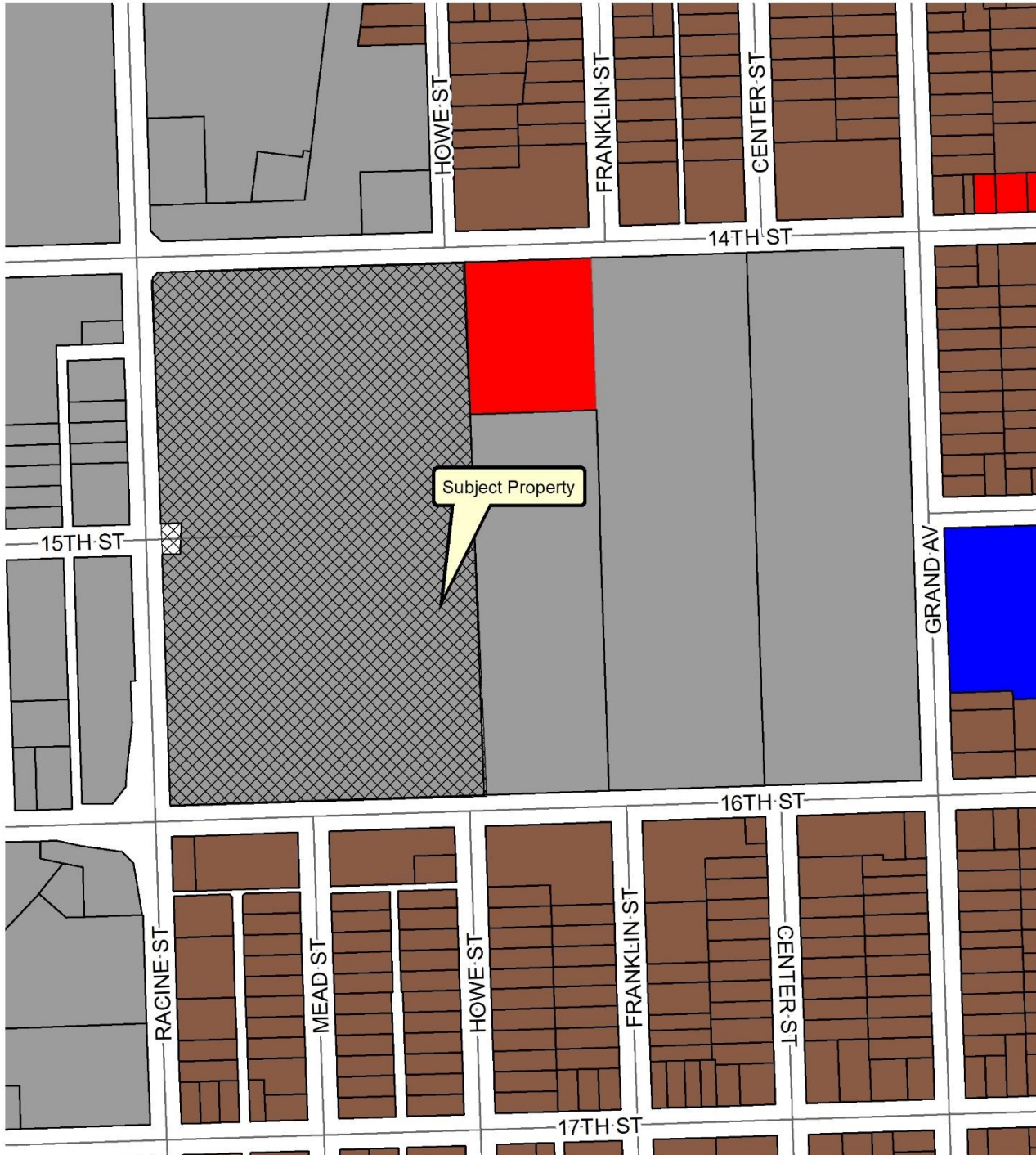
- B-1 (light green)
- B-2 (medium green)
- I-2 (dark blue)
- B-2/FD (hatched)
- O/I (pink)
- R-3 (grey-blue)

- Subject Property (hatched box)
- Tax Parcel Boundary (dashed line)
- Street Centerline (solid line)





Conditional Use Amendment - 1104 16th Street



Land Use Designation

Commercial	High Density Residential	Subject Property	Tax Parcel Boundary
Governmental and Institutional	Industrial	Street Centerline	0 45 90 180 270 360 Feet