



CITY OF RACINE DEPARTMENT OF CITY DEVELOPMENT STAFF REPORT

Meeting Date: 7/22/2020

To: Mayor and Planning, Heritage, and Design Commission Members

From: City Development Department, Division of Planning and Redevelopment

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

Case Manager: Matt Sadowski

Location: 1001 S. Main Street

Applicant: John Thielen

Property Owner: Gateway Technical College

Request: Request seeking a major amendment to an existing conditional use permit, which allows for a campus at 1001 Main Street as allowed by Sec. 114-155 of the Municipal Code.

The major amendment contemplates two additions to a roughly 10,000 square foot building on the campus known as the Lincoln Building as well as an exterior renovation. The additions (1,350 square feet each) would be to the east and west sides of the existing building, mirroring one another, and totaling approximately 2,700 square feet over three floors. The building would be utilized as a nursing school on the second and third floors with an innovation lobby on the first floor.

BACKGROUND AND SUMMARY: Designed in 1963, the subject building is one of two buildings which made up the original campus of the University of Wisconsin two-year center. Gateway took control of the campus in the early 1970's once the UW Parkside campus was established. The subject administrative offices building was designed by Racine architect Hans Geyer in the international style as a "miniature skyscraper". The building features the characteristic structural skeleton of reinforced concrete upon which are hung relatively light weight panels of glass and metal comprising the building's outer skin. The open first floor lightens the mass of the building and allow minimal obstruction of the Lake view from the park tot the west. The building sits on the

eastern boundary of East Park and that of the National Register South Side Historic District, and east of the Racine Landmark Mary Todd- Abraham Lincoln statue.

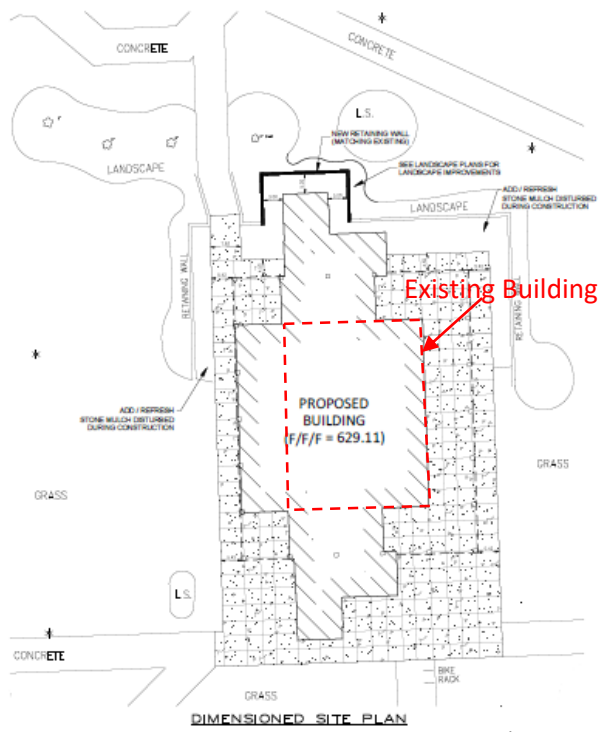
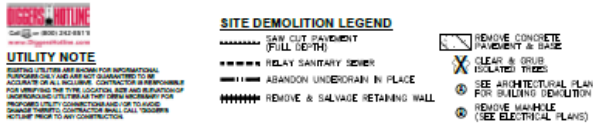
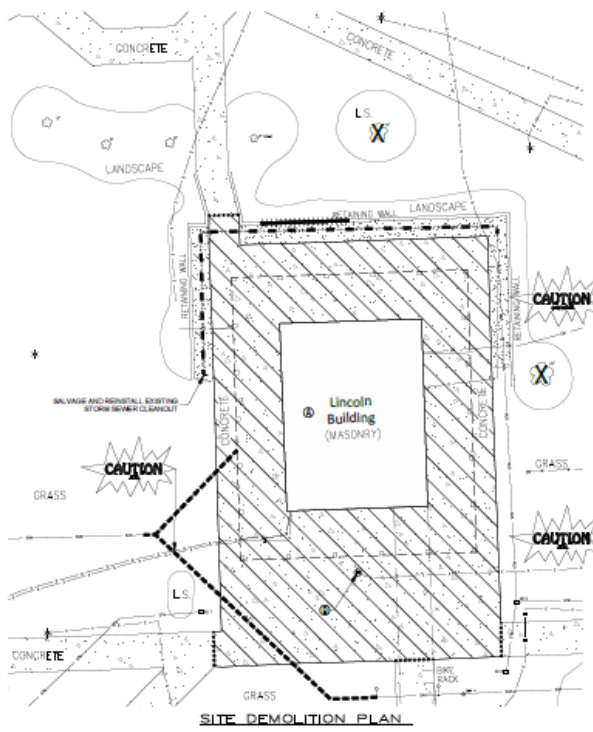
With such lineage in design and history, the subject building modifications need to be sensitive to the surroundings; the proposed additions and exterior renovation achieve this end. The building additions and modifications expand on the open concept of the first floor and retain the strong vertical elements. Modern durable materials have been selected that carry on the international design style in color, form and texture.

The building is proposed to be designed to LEED Silver standards (LEED stands for Leadership in Energy and Environmental Design and is a building certification standard of the US Green Building Council). The subject property is zoned O/I Office/Institutional District with a Planned Unit Development for a Campus. The project represents a major amendment to an existing conditional use permit, which allows for a campus at 1001 Main Street as allowed by Sec. 114-155 of the Municipal Code.



Birdseye view of the property, indicated by red arrow (image from City Pictometry).

The following is a proposed building rendering, and existing & proposed site plans submitted by applicant. Please view floorplans and other building details in the attachments section of the agenda, under “Applicant Submittal elevations & materials” for full details on the buildout and project specifications.



Lincoln Building Expansion - Phase 1
 CIVIL & ELECTRICAL CAMPUS
 SITE DEMOLITION & DIMENSIONED SITE PLAN

mb
 Nielsen Madsen + Barber
 CIVIL & ELECTRICAL ENGINEERS & ARCHITECTS
 11345 STATE STREET, SUITE 200
 DALLAS, TEXAS 75242-2801
 TEL: 972.253.8000
 WWW.NMBA.COM

2025.09.01
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 JCC

0785-20
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GENERAL INFORMATION

Parcel Number: [00592000](#)

Property Size: 6.792 acres subject site. Total campus 13.4+ acres.

Comprehensive Plan Map Designation: Park Land and Government/Institutional

Consistency with Adopted Plans:

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

- The plan should encourage the redevelopment of older 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.
- Promote the expansion or stabilization of the current economic base and the creation of a range of employment opportunities.

Corridor or Special Design District?: Downtown Area Design Review District

Historic?: N/A

Current Zoning District: O/I Office/Institutional

Purpose of Zone District: 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. Compatible apartment structures may be allowed by conditional use permit.

Proposed Zoning: No change proposed

Existing Land Use: Technical college.

Surrounding Zoning and Land Uses:

North	R-3 Limited General Residence	Mixed residential, office and lodging.
East	O/I Office/Institutional	Technical school & parking
South	R-3 Limited General Residence	Multi-family and lodging
West	O/I Office/Institutional	Church, multifamily, club & event facility

Operations: The building is proposed to be LEED silver providing enhanced environmental performance. The building is currently operated and maintained by Gateway Technical College with no contemplated changes at this time. Additionally, the college has no plans to modify the hours of operation or commitment to the maintenance of the building. The Lincoln building will be open Monday through Friday from 6:30 am to 10:00 pm and on Saturdays from 6:30 am to 3:00 pm.

The campus takes deliveries at the Racine Building on the north side of campus, so no additional delivery accommodations are included in the Lincoln Building scope.

ZONING ANALYSIS:

Development Standards:

Density ([114-Article V](#): Article VII, Div. 5 [Bulk Regulations](#) & 8 [Lots](#)):

Standard	Required	Provided
Lot Area	12,000 square feet	295,859+ sq. ft.
Lot Frontage	100 feet	480 feet
Floor Area Ratio	2.5 maximum	0.23

Setbacks ([114-Article V](#): Article VII, Div. 6 [Development Standards](#)):

Yard	Required	Provided
Front	25 feet	200 + feet
Side (north)	15 feet	150 + feet
Side (south)	15 feet	260 + feet
Rear (east)	30 feet	60 + feet

Building design standards (114-Secs. [735.5](#) & [736](#)): The building on the parcel complies with the requirements of 114.735.5.b.1. The proposed addition to the building will be constructed from materials which also meet all building design requirements in the zoning ordinance.

Off-street parking and loading requirements (114- [Article XI](#)) : Adequate off street parking is available to serve the expanded and remodeled building. The east and west expansion areas are comprised of hallways and entryways, stairways and an elevator; such spaces do not create parking demand. Similarly, added floor space on the second and third floors should not lead to increased parking demand. The site currently has 671 off-street parking spaces.

Landscaping, screening and yard requirements ([114- Article V](#): Article VII, Div. 6 [Development Standards](#) & 7 [Fences and Walls](#)): The building occupies a property with ample green space and yard areas including areas shaded with mature trees, lawn areas, a prairie restorations area, and landscaped and bermed green buffers between parking and street areas.

Sign Regulations (114-[Article X](#)): Signage is not a part of this request. Any future signage would need to follow the sizing requirements outlined below and be reviewed by the PHDC as this property falls within the Downtown Design Review Area.

Sign Type	Allowable Sq. Ft.	Provided Sq. Ft.
Projecting/Wall/Freestanding	120 square feet	120 + per PUD/Campus approvals
Window signs	50% of window area	N/A
Alleyway Signage	N/A	N/A
Total	120 square feet	120 + per PUD/Campus approvals 0

Outdoor lighting, signs ([114-Sec. 742](#)): The submitted plans include the installation of new exterior soffit lighting. Upon review of the fixture designs and the exterior illumination plans, the proposal for lighting conforms to development standards. No other light modification/updating is proposed.

Rubbish and trash storage ([114-Article V](#) & [114-740](#)): Existing trash enclosure is depicted on the site plan. The location complies with development standards.

Engineering, Utilities and Access:

Access ([114-1151](#)): Vehicular access to the site is provided from a driveways off 10th Street, 11th Street, Perishing Park Dr. and Lake Ave. The site plan submitted by the applicant does not contemplate any changes to access.

Surface drainage ([114-739](#) & Consult Engineering Dept.): Change of use within the existing building is not expected to impact the surface drainage of this lot. Total impervious surfaces of the project location do minimally increase by 288 square feet due to the building addition projecting westward into an existing landscaped and yard area.

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: N/A

Additional Planning and Zoning Comments: This project modernizes an existing building in a manner sensitive to its original style, form and materials, as well as to the environment within which it resides.

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: With the recommended conditions at the end of this report, the establishment of the Conditional Use is not expected to be detrimental public safety and general welfare. Having continued activity in this building will be better for the area than if the building were to remain vacant or underused. This use is expected to bring retain students and instructors at this campus.

- 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 conditional use is not anticipated to be injurious to other properties in the general area, assuming the recommended conditions are adopted with this request. The recommended conditions ensure this property will not impair property values or the enjoyment of adjacent properties. The nature of the campus is one which brings people from outside of Racine as well as Racine residents, adding to the vibrancy of the Downtown and its surrounding areas.

- 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 use is existing. It is not anticipated that the use will impede normal and orderly development. The investment in this campus should serves to encourage improvement of the surrounding areas. Development of adjacent property will not be hindered or negatively impacted by this project.

- 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 utilities or drainage for the site. The use 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 applicant is not contemplating any changes to the access to this site. There is ample space for off-street loading and unloading and adequate on-site parking is available.

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

Staff Comments: The plan for this area calls for the development of the site for institutional uses. The proposed building expansion and renovation fits within this vision. This proposal is expected to fit in with the general area and also fulfill goals of the City's Comprehensive Plan.

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: With the recommended conditions, it is expected that this facility will continue to operate in accordance with the applicable regulations for this zone district. No exceptions are needed for this project.

POSSIBLE ACTIONS FOR THE PLANNING, HERITAGE AND DESIGN 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.
5. Defer with a continuance of the public hearing to a date certain.

STAFF RECOMMENDATION: BASED ON THE FINDINGS OF FACT IN THIS REPORT, THAT THE REQUEST FROM JEFF BRIDLEMAN OF PARTNERS IN DESIGN ARCHITECTS, AGENTS FOR GATEWAY TECHNICAL COLLEGE, FOR A MAJOR AMENDMENT TO AN CONDITIONAL USE PERMIT FOR APPROVAL OF EXTERIOR CHANGES WITHIN THE DOWNTON DESIGN REVIEW AREA TO ALLOWS FOR TWO

ADDITIONS AT 1001 MAIN STREET BE APPROVED, SUBJECT TO THE FOLLOWING CONDITIONS:

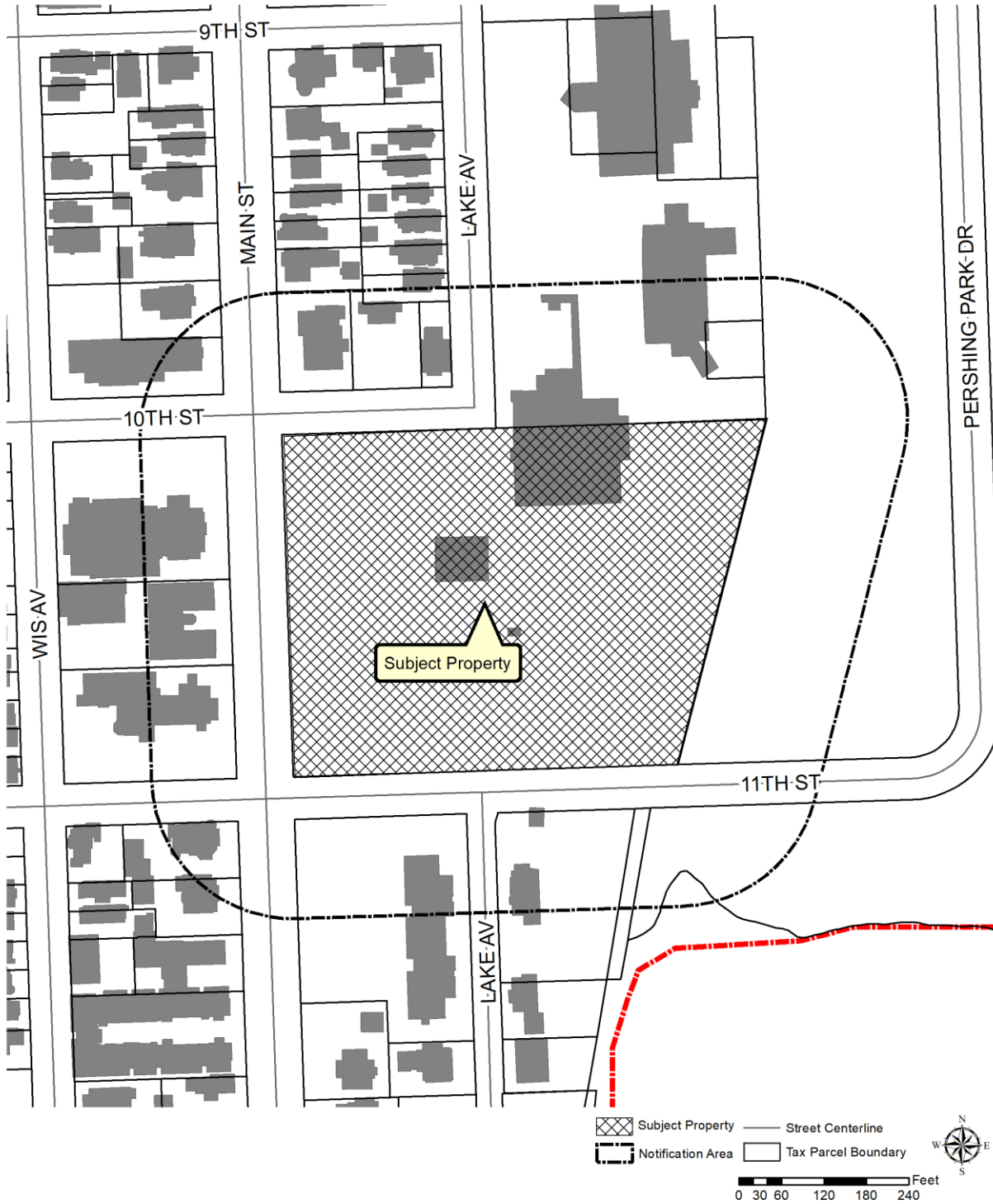
- a) That the plans presented to the Planning, Heritage, and Design Commission (PHDC) on November 18, 2020 be approved subject to the conditions contained herein.
- b) That all of the following occur prior to occupancy, unless otherwise noted:
 1. All comments from the City Joint Plan Review team be addressed prior to the permitting and/or final occupancy of the proposed improvements.
 2. That if, prior to the issuance of an Occupancy Permit, the required site, landscaping, and exterior building improvements listed in the approved plans have not been or cannot be completed, a financial surety shall be provided to the City. The surety shall be in a format as approved by the City Attorney's office, and subject to all stipulations as identified for financial sureties in the City of Racine. The dollar amount shall be determined at the time of application based upon estimates provided by the applicants for any incomplete work, and shall be valid for no less than one (1) year from the date of issuance. The surety format and content is subject to review and approval by the City Attorney.
- c) That any signage be approved by the City of Racine PHDC prior to installation on the site.
- d) That, in a time frame and manner of surety consistent with conditions b), rooftop mechanical equipment be screened from view, and the method of screening be submitted for the review and approval of the Department of City Development prior to installation.
- e) That all codes and ordinances are complied with and required permits acquired.
- f) That no minor changes be made from the conditions of this permit without approval of the Planning, Heritage, and Design Commission, and no major changes be made from the conditions of this permit without the approval of the Common council.
- g) That this conditional use permit is subject to Planning, Heritage, and Design Commission review for compliance with the listed conditions.

ATTACHMENTS:

- 1) Property owner notification map 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) Site photos of the property and general area; and
- 6) Submittal documents (view in Legistar).

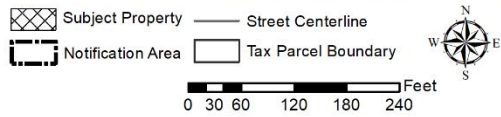
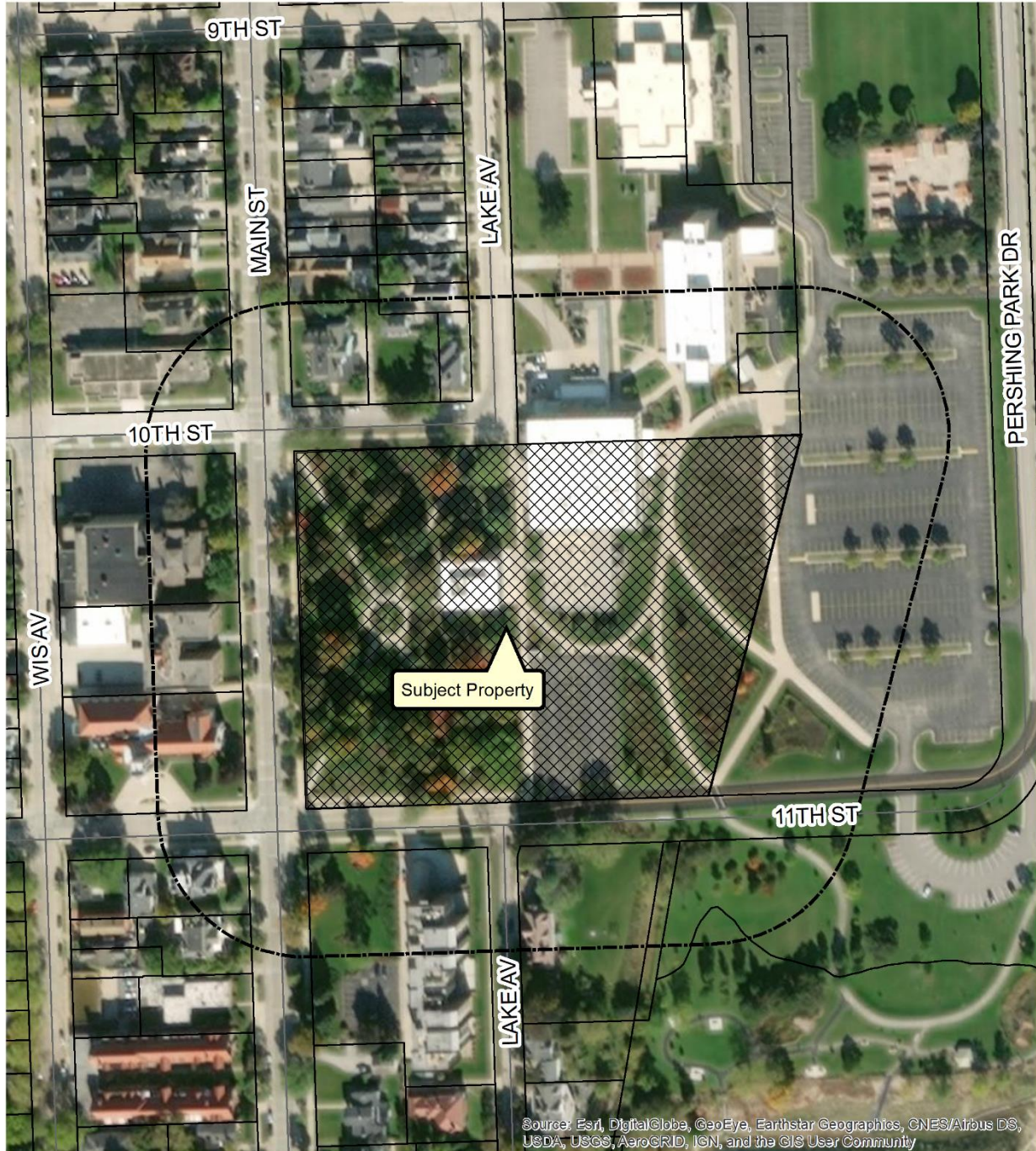


Conditional Use Amendment - 1001 Main Street



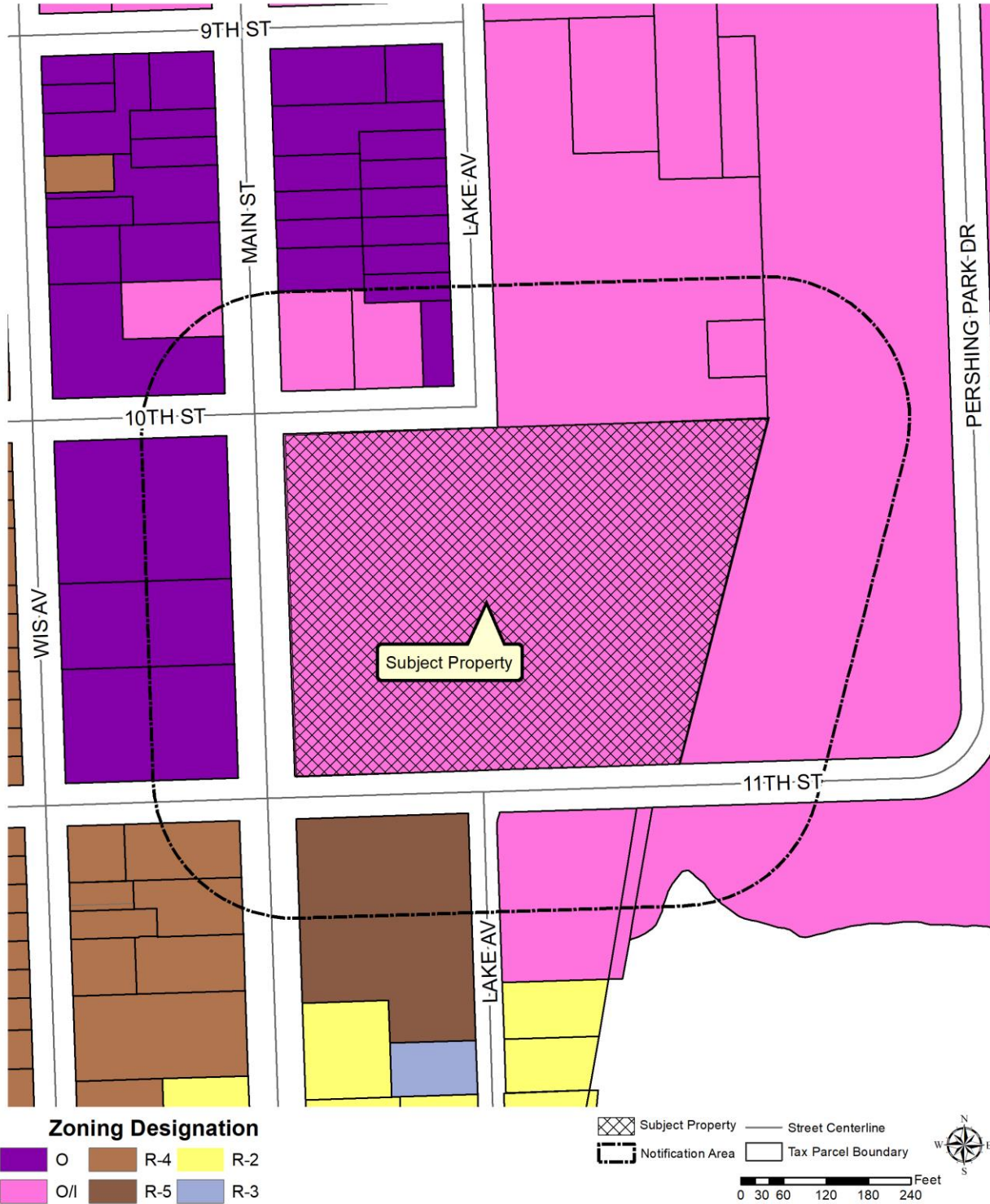


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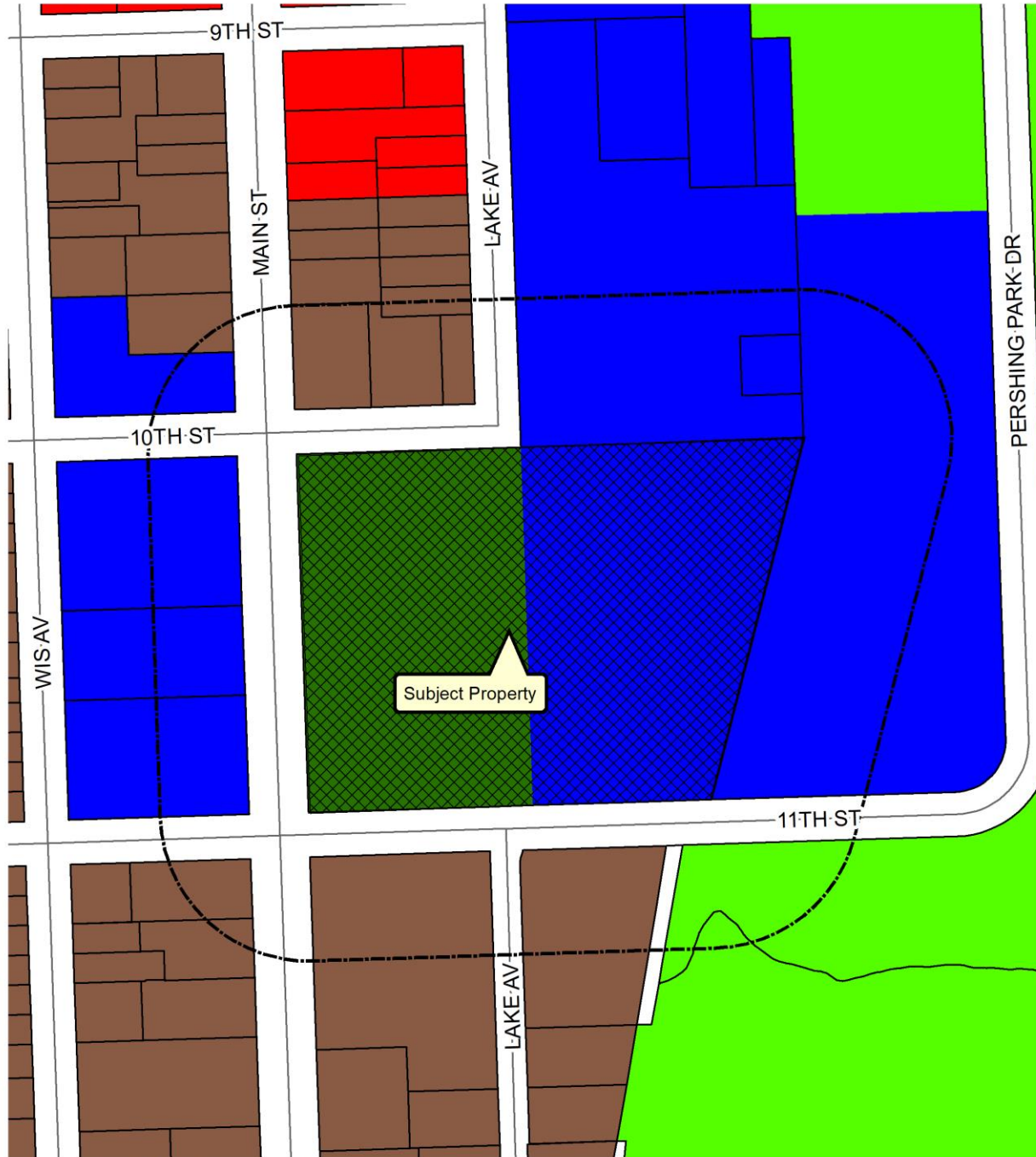


Conditional Use Amendment - 1001 Main Street





Conditional Use Amendment - 1001 Main Street



Land Use Designation

Commercial	Governmental and Institutional
Recreational	High Density Residential
Primary Environmental Corridor	

Subject Property Street Centerline
 Notification Area Tax Parcel Boundary

0 30 60 120 180 240 Feet

Site Photos



View looking northwest



View looking north



View looking south



View looking east



View looking east from Main Street



View looking west from Pershing Park Drive