



City of Racine, Wisconsin AGENDA BRIEFING MEMORADUM

AGENDA DATE:

September 2, 2025 – Common Council - Committee Assignment
Week of September 8, 2025 – Committee consideration
September 16, 2025 – Common Council consideration

SUBJECT: Communication sponsored by Mayor Mason, on behalf of the Assistant Director of City Development, submitting change order #1 to Contract #2023046 - Zoning Code.

PREPARED BY: Jeff Hintz, CNU-A – Assistant Director, Department of City Development

SUMMARY: Contract #2023046 was authorized by Common Council resolution 0541-23 in June of 2023 and awarded to WSP USA Inc. This contract is for services to help City Development staff rewrite and update the city's current zoning ordinance, which was adopted in 1973. The Zoning Ordinance dictates what uses can and cannot occur on a property, where structures can/can't be built, how buildings need to look, procedures for processing applications, and other requirements related to land development.

Background and Analysis: To date, the team as WSP USA has assisted staff in analyzing the current zoning ordinance and held a public event on March 26, 2024 at the Bryant Center. At that event, the public provided input on proposed future land use, the current zoning map, development character of the city by area type (downtown, core/edge neighborhoods, highway corridors, and industrial areas), a visual preference survey, and shared opinions on what areas of the city should be preserved, enhanced or transformed.

WSP and City Development Department staff have been applying this direct feedback from the open house and online materials to begin drafting the new zoning ordinance. Planning Division staff in City Development have been working with the WSP team to develop development standards, procedures to process applications, definitions, and proposed zone districts/form areas.

The intent of this project was to create a comprehensive set of standards that are easy to follow, conform with current requirements in state/federal statute, and organized in a way developers, landowners, citizens and other stakeholders can use to initiate improvements and investments to properties. The current zoning ordinance if printed, would be 307 pages and includes one graphic and one table. This is not user friendly for staff, citizens, developers, or landowners as currently configured. Additionally, the current zoning ordinance references state statutes and other regulations which have been repealed, retitled, or moved to other places which create further confusion.

The requested change order to this contract ensures the new zoning ordinance will be organized, understandable, user friendly with graphics/diagrams, and include a development process that achieves desirable results. This change order would include additional community and stakeholder engagement to ensure the draft zoning ordinance that is being developed meets what the community seeks. The potential impact of the new zoning code merits a robust engagement process to share the draft zoning code with the community, educate participants on the key elements of the update, and solicit feedback in advance of a final product being presented for Common Council consideration.

RECOMMENDED ACTION: That change order #1 to Contract #2023046 - Zoning Code - be approved in the amount of \$51,800.00.

FISCAL NOTE: Funding is available in 16001 52100 – Professional Services for City Development - in the amount of \$51,800.00.