



CITY OF RACINE DEPARTMENT OF CITY DEVELOPMENT STAFF REPORT

Meeting Date: 3/18/2024

To: Mayor and Planning, Heritage and Design Commission Members

From: City Development Department, Division of Planning and Redevelopment

Division Manager: Jeff Hintz – (262) 636-9151 jeff.hintz@cityofracine.org

Case Manager: Michelle Cook

Location: 702 Racine Street

Applicant: Lemonade Stand Projects, LLC

Property Owners: Lemonade Stand Projects, LLC

Request: Consideration of a request by Lemonade Stand Projects, LLC for a rezoning of the property at 702 Racine Street from I-2 General Industrial to I-2 General Industrial District with a Flex Development Overlay in accordance with the requirements of Sec. 114-77 of the Municipal Code and a Use Supplement establishing standards for the flex development.

BACKGROUND AND SUMMARY: The proposed rezoning would allow for the building to be repurposed into five live/work dwelling units as well as storage spaces for tenants and businesses. At this time, the application is to rezone the property to allow for the above uses. This property is within the Downtown design review area so any changes to the exterior of the property will come back to the Planning, Heritage and Design Commission at a future date.



Birdseye view of the property, indicated in blue (image from Pictometry).

FLOOR #1



Proposed layout, submitted by applicant.

GENERAL INFORMATION

Parcel Number: [03578003](#)

Property Size: 19,166 sq. ft.

Comprehensive Plan Map Designation: Industrial

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.
- New development should be designed so it is compatible with established development.

Corridor or Special Design District?: Downtown Area Design District

Historic?: N/A

Current Zoning District: I-2 General Industrial

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.

Proposed Zone District: I-2/FD General Industrial District with a Flex Development

Intent of proposed Zone District (Flex): The flex development overlay district is intended to permit redevelopment of property in circumstances in which property is suitable for reuse but the reuse is not consistent with the underlying zoning district, rezoning to another classification would permit other uses potentially detrimental to surrounding properties, and any potentially adverse effects of the intended reuse can be mitigated by conditions on the reuse. The flex development controls which uses are allowed to occur (permitted) and which uses require more review and approval (conditional) as well as uses that may not occur on the property.

Existing Land Use: Vacant former industrial building.

Surrounding Zoning and Land Uses:

North	O/I Office/Institutional	Vacant Industrial Building
East	B-5/FD Central Service/Flex Development	Multi-unit dwellings
South	I-2 General Industrial	Single-unit dwelling
West	I-2 General Industrial	Vacant land

ANALYSIS:

Development Standards (under the flex):

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

Standard	Required	Provided
Lot Area	No minimum (current zoning) Depends on dwelling units (flex)	19,166 sq. ft.
Lot Frontage	No minimum	88 feet
Floor Area Ratio	4.0 maximum	1.5

Building design standards (114-Secs. [735.5](#) & [736](#)): The building on the parcel complies with the requirements of 114.735.5.b.1. The request does not include any new buildings or modifications to the exterior of the existing building.

Off-street parking and loading requirements (114- [Article XI](#)): There are approximately 11 parking spaces on the site which meets the requirements for spaces of 1.5 spaces per dwelling unit.

Landscaping, screening and yard requirements ([114- Article V](#): Article VII, Div. 6 [Development Standards](#) & 7 [Fences and Walls](#)): This will be reviewed as a part of the required design review for multi-unit dwellings.

Sign Regulations (114-[Article X](#)): Signage is not included with this request.

Outdoor lighting, signs ([114-Sec. 742](#)): This will be reviewed as a part of the required design review for multi-unit dwellings.

Rubbish and trash storage ([114-Article V](#) & [114-740](#)): This will be reviewed as a part of the required design review for multi-unit dwellings.

REQUIRED FINDINGS OF FACT:

ZONE CHANGE FINDINGS (Sec. 114-82. - Findings of fact and recommendations of Planning, Heritage, and Design Commission.)

The plan commission shall make findings based upon the evidence presented to it in each specific case with respect to, but not limited to, the following matters:

1) The Existing uses of property within the general area of the property in question.

Staff Comments: The uses in this area are a mix of residential developments and vacant and underutilized former industrial buildings. The properties directly to the south and east are residential in nature lending themselves to be less intensive than the previous industrial corridor this area once was. The flex development will authorize the uses in the area that is a mixture of residential and commercial uses with some remaining light industrial uses (such as storage) that will compliment the area.

2) The zoning classification of property within the general area of the property in question.

Staff Comments: Given that the properties are surrounded by residential uses, the current I-2 General Industrial zoning on the property is too intensive for the area and not complimentary to the existing and established uses in the neighborhood. Historically speaking, the industrial zoning along the river was ideal, however as those uses phased out and more commercial and residential uses entered the neighborhood the zoning classification also changed. Although some industrial uses do remain, the area is becoming more mixed use in nature. Adding the flex development will allow for that mixed use to occur thus conforming to the rest of the area.

3) The suitability of the property in question to the uses permitted under the existing zoning classification.

Staff Comments: The flex development is intended for the reuse of buildings and structures for purposes they were not originally designed for yet are worth saving and reusing. Repurposing this building into something which can potentially compliment the area instead of a detriment (given the intensive uses allowed in I-2) is the overall goal of a flex development.

4) The trend of development, if any, in the general area of the property in question, including changes, if any, which have taken place in its present zoning classification.

Staff Comments: The trend of development across the area has been to convert older industrial buildings which would not suit the needs of modern manufacturing, to that of housing or other mixed-use developments. Mitchell Wagon Lofts, Riverbend Lofts, are just a couple of the developments in the general area that were former industrial properties and are now residential developments.

5) The objectives of the current land use plan for the city.

Staff Comments: The current Comprehensive Plan, calls for this area to be industrial in nature, however, the area is surrounded by mixed-use commercial and mixed-use residential land use designations. The idea that this area remains industrial is antiquated, however, the flex development rezoning will allow for limited industrial uses that will fit the residential mixed-use character of the area.

Additional Planning and Zoning Comments: All density requirements will be met with this rezoning. Overall, this development is an innovative way to repurpose what was once a pillar of industry in the community. This reuse will ensure the site remains economically viable into the future, guaranteeing its preservation.

POSSIBLE ACTIONS FOR THE PLANNING, HERITAGE, AND DESIGN COMMISSION

1. Approve the request as submitted; or
2. Recommend the adoption of an amendment changing the zoning classification of the property in question to any higher classification than that requested by the applicant; or
3. Deny the request; or
4. Defer the request to obtain more specific information about the request.

STAFF RECOMMENDATION: THAT BASED ON THE FINDINGS OF FACT, THE REQUEST BY LEMONADE STAND PROJECTS SEEKING A REZONING FROM I-2 GENERAL INDUSTRIAL DISTRICT TO I-2 GENERAL INDUSTRIAL DISTRICT WITH A FD FLEX DEVELOPMENT OVERLAY AT 702

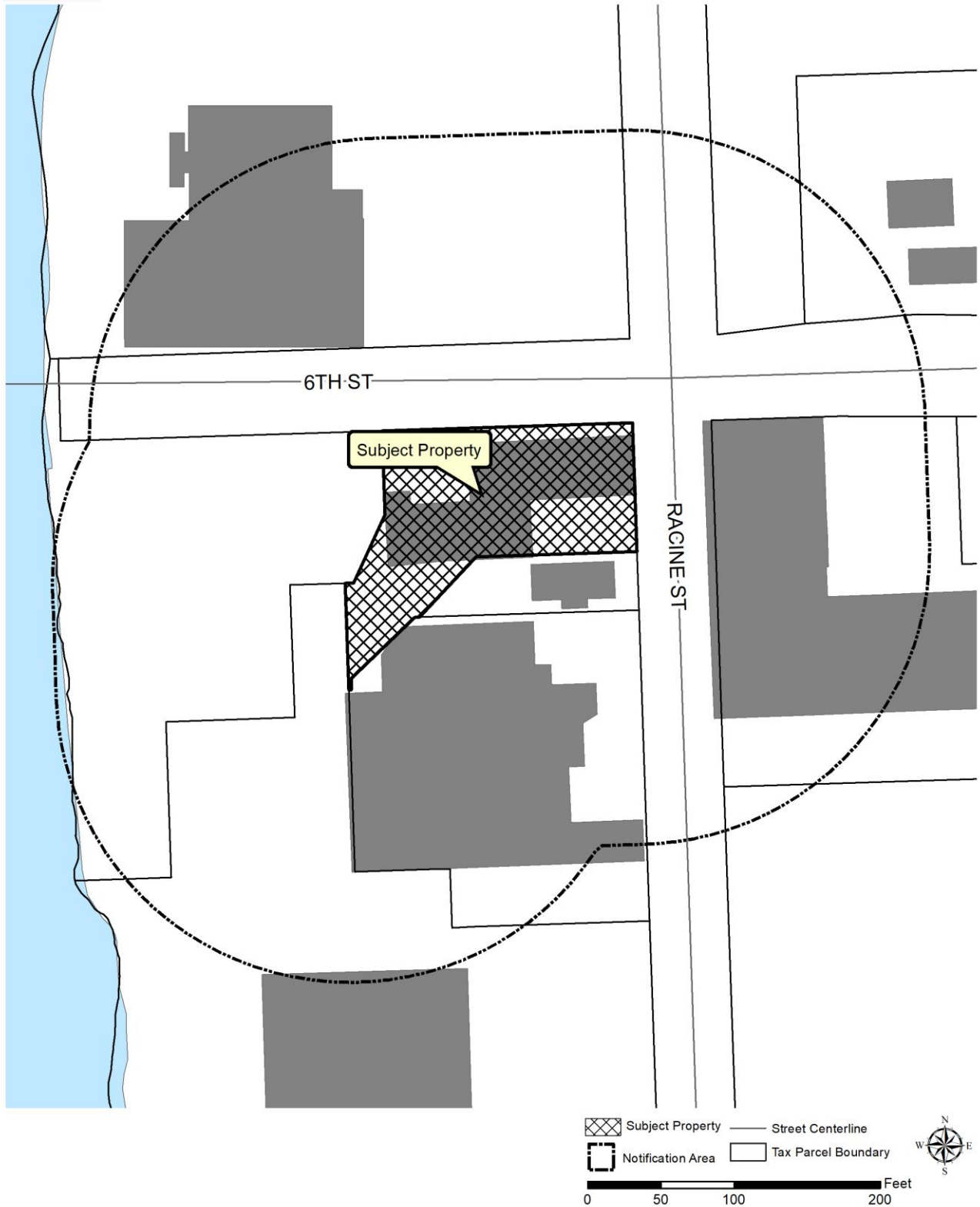
RACINE STREET BE APPROVED AND THAT THE DRAFT ORDINANCE ZORD. 0001-24 AND THE USE SUPPLEMENT BE ADOPTED.

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).



Zone Change - 720 Racine St

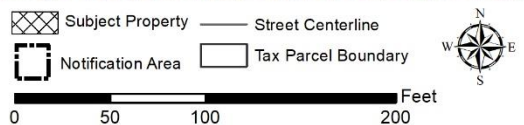




Zone Change - 720 Racine St

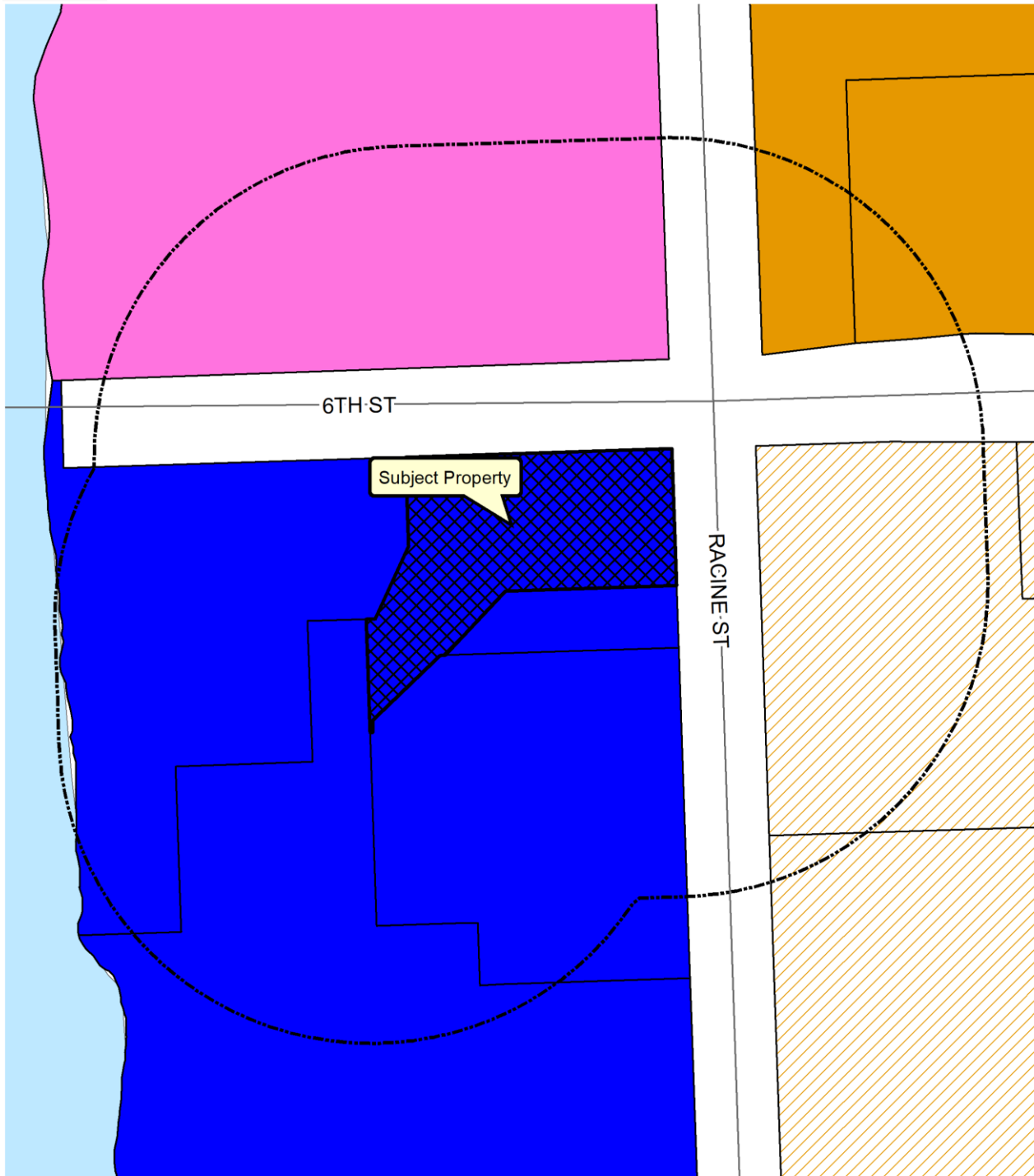


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Zone Change - 720 Racine St



Zoning Designation

■ I-2 ■ B-5
■ O/I ■ B-5/FD

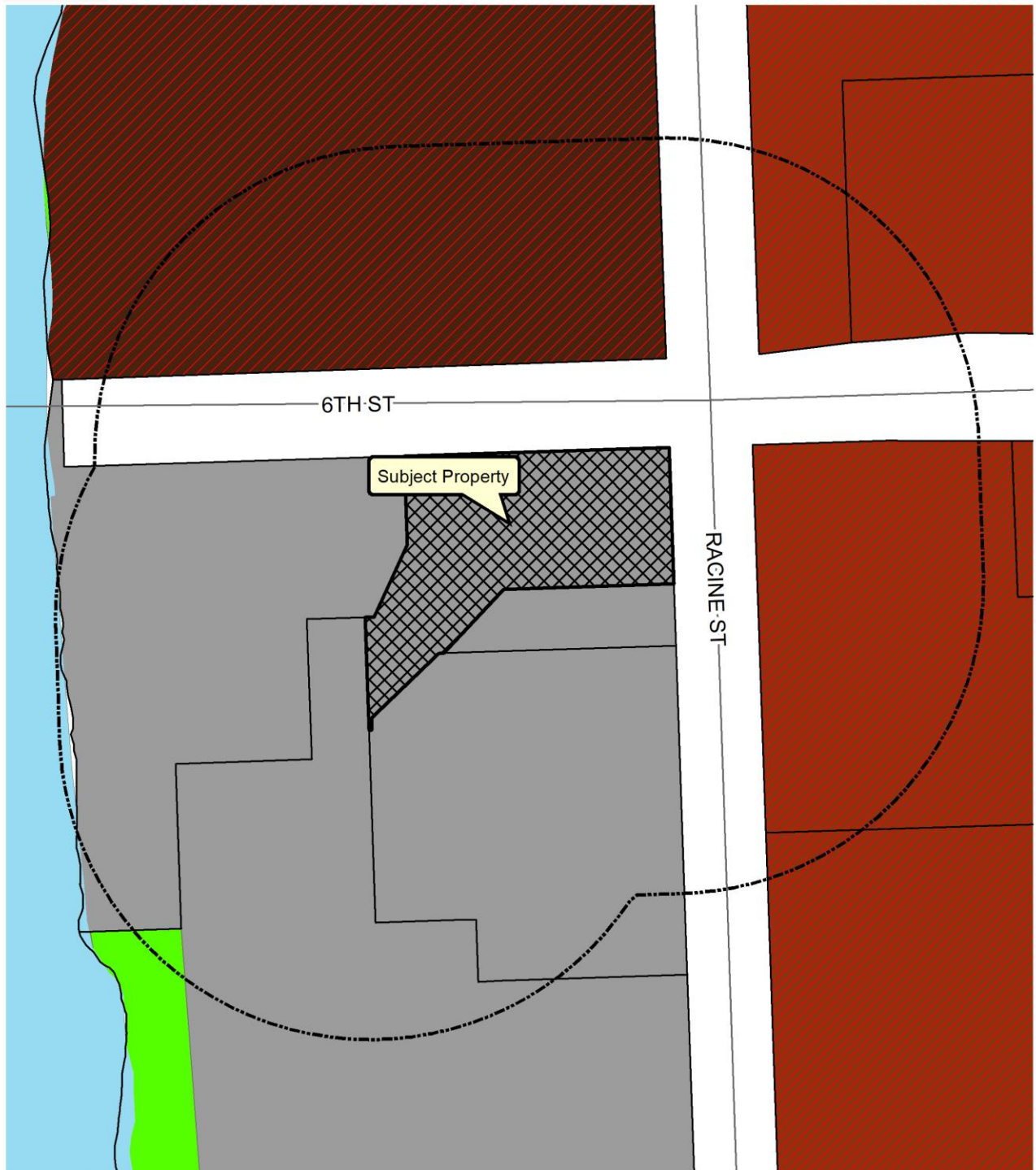
■ Subject Property — Street Centerline
■ Notification Area □ Tax Parcel Boundary

0 50 100 200 Feet

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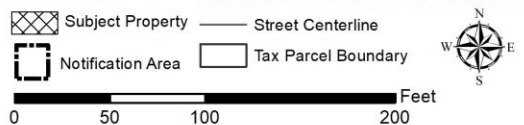


Zone Change - 720 Racine St



Land Use Designation

- Industrial
- Mixed Use - Commercial Emphasis
- Mixed Use - Residential Emphasis



Site Photos



Looking west at subject property



Looking south at subject property



Looking west along property



Looking southeast at subject property



Looking east from subject project



Looking south from subject property