



April 19, 2021

The Honorable Mayor Cory Mason
City of Racine
c/o Mssrs. Matthew Sadowski, AICP, Planning & Redevelopment, Manager &
Jeffrey Hintz, Planning & Redevelopment, Associate Planner
730 Washington Avenue, Room 102
Racine, Wisconsin 53403

Subject: Project Outline for StorSafe at Belle City Square, 2234 Northwestern Avenue

Honorable Mayor Mason and City Staff:

Elmdale Partners hereby respectfully submits its proposed contribution to the masterful redevelopment of the Horlick Malted Milk Company Industrial Complex by the esteemed J. Jeffers & Co. in cooperation with your visionary administration. We are the contract purchasers of 2234 Northwestern Avenue (the "Property"). From our initial interest in the Property preceding the passage of Ordinance 0002-21, we have had a humble view of our place in the master redevelopment. As I have said multiple times to Josh Jeffers and his staff, we are just the tail on the donkey here so tell us how to be a value-add to this once in a generation project. Respectfully, we believe that we have collectively devised a plan that will be of substantial added value to the redevelopment.

Photorealistic Rendering of Sensitive Restoration



We at Elmdale are drawn to this project for a few reasons:

1. While we own a considerable amount of self-storage and can choose to develop it in easier contexts, we have our roots in adaptive re-use, with a couple of historic preservation awards to our credit. Most recently, we completed the sensitive restoration of [The Darlington Hotel Apartments](#), a contributing building to the Sheridan Park Historic District in Chicago's Uptown neighborhood. Like Mr. Jeffers, our projects reflect a passion for the past; we are honored to participate in his master plan.
2. We operate self-storage the same way we operate our real estate brokerage and title company, as part of the community. To actually be part of a planned community is right up our alley. At StorSafe, we host useful events like our annual garage sale where we permit our customers and the community-at-large to use our units to sell their unwanted stuff in a fun atmosphere. On a daily basis, we think we will provide an unobtrusive amenity that will help J. Jeffers convert sales/rentals and help give residents the opportunity to live in an affordable, convenient way in an efficient dwelling unit.
3. We currently manage Storage House on behalf of J. Jeffers, and our proposed project will help liberate that property for a higher and better use redevelopment. We will seamlessly transition existing Storage House customers to the Property, where self-storage is the highest and best use.

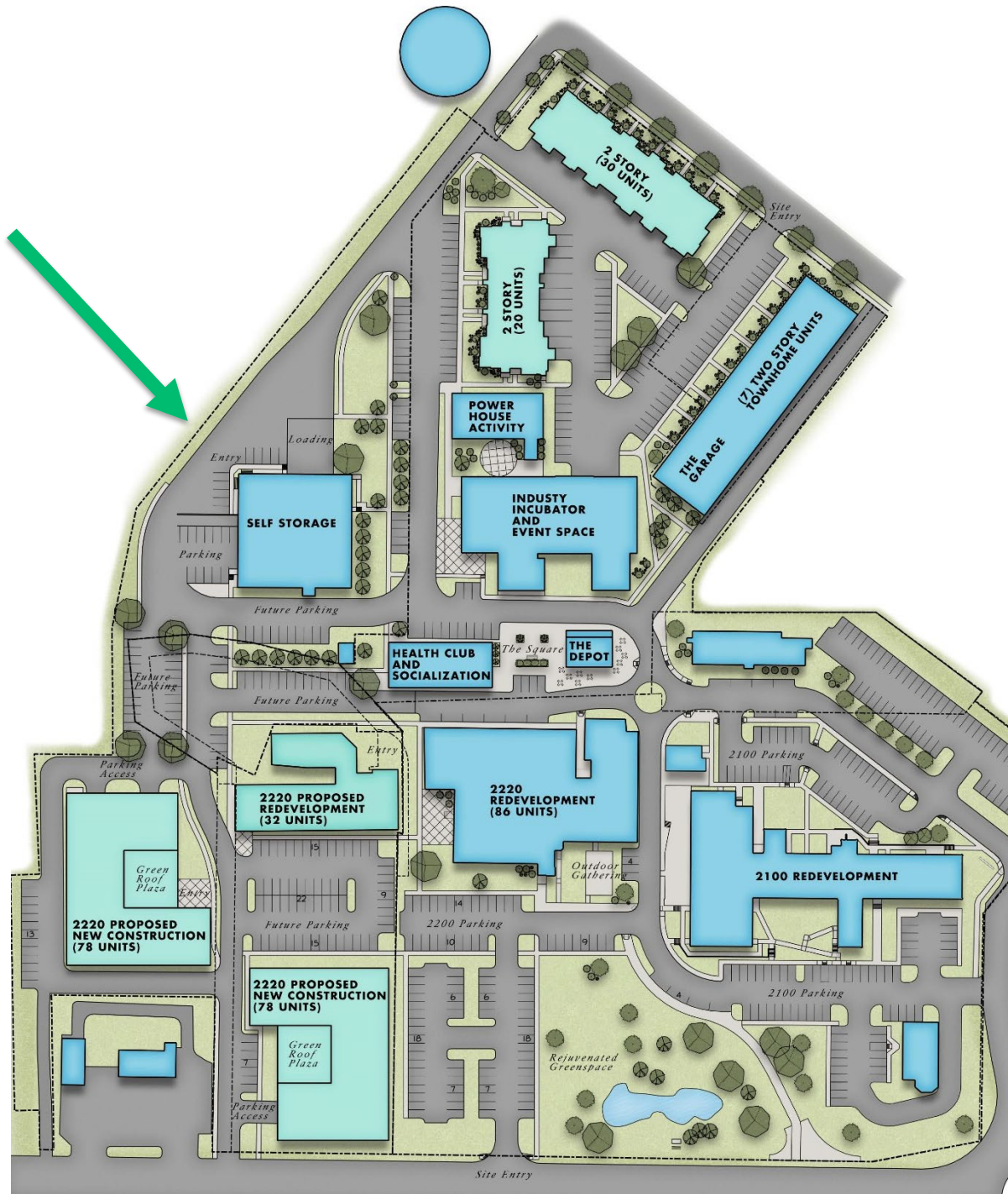
We have worked in close concert with Josh and his design team to solve two critical strategic issues for the overall project:

1. [How can the northern part of this site be of value to future Horlick residents/stakeholders and the community at-large while respecting its underlying industrial zoning?](#)
2. [What can be done with the Property specifically; an oddly zoned, sized and situated building?](#)

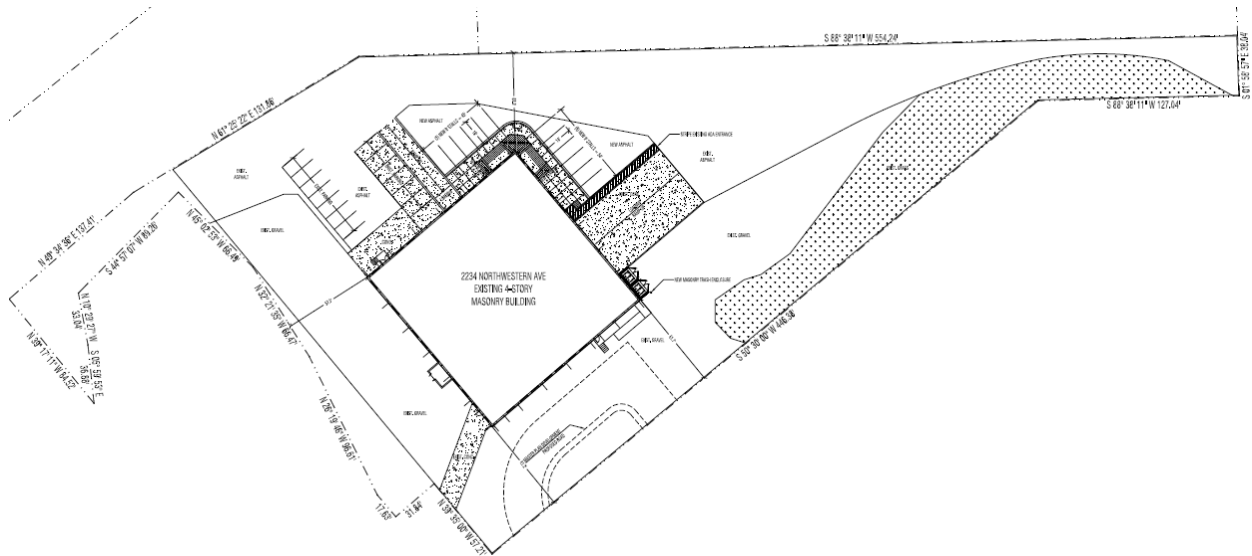
Below and attached, please find our collaborative vision for this portion of the site along with plans and elevations for the Property. Please note the following plan contemplates the divesting or shared use of large portions of the Property in favor of the best master plan possible. Streetscape and landscaping plans will pay deference to the overall orderly development of the Horlick campus including facilitating better parking and access for the community's central gathering place, Belle City Square. It is with great purpose and intent that we oriented the building's operation and minimal parking/loading needs to the hard North corner to minimize impact on neighboring planned uses.

Residential self-storage is generally accepted, from a parking and people perspective, as a low-impact, low-intensive use. With basic daily 9 to 5 operations and an off-the-beaten path situ, our proposed facility will be no different. From a zoning standpoint, self-storage is contemplated as a permitted use but for the overlay adopted during our contract period.

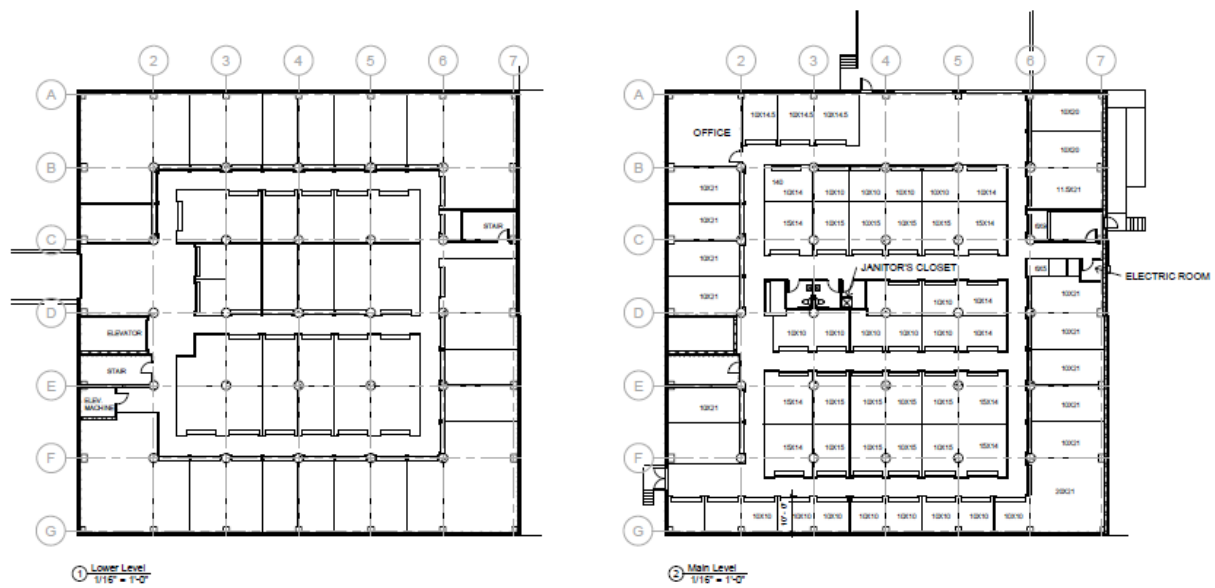
We think J. Jeffers is both relieved to have the Property evolve from its current manufacturing/warehousing use and excited by the certainty and amenity that self-storage offers stakeholders.



Site Plan



Floor Plan



Elevations



Depending on the efficacy and means with which we would gain approval, StorSafe at Belle City Square could be open as quickly as 6 months from the approval of this submittal.

At completion of Elmdale's scope of work, the Property would be improved with similar fenestration to its sister buildings and appointed with minimal, period-sensitive signage proposed as one old-timey flag and a wrap-around awning.

We are limiting our landscaping plan, for now, to the new proposed main entrance at the building's hard north corner, as the majority of the site will likely be wrapped into a subdivision, shared use agreement or a TIF ride-along with J. Jeffers driving the bus.

We believe it is overwhelmingly in the master development's and community's best interests to have us move forward. The Horlick Overlay was passed in the midst of our transaction, and it will become difficult to keep the Seller on board for a lengthy process. As contract purchasers who are still in the crucible of the transaction, we respectfully and enthusiastically seek your support to move forward with minimal additional process. We look forward to bringing StorSafe Belle City Square to life.

ELMDALE VENTURES, LLC

James Sayegh

BY: JAMES J SAYEGH, PRINCIPAL + CDO



April 19, 2021

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City of Racine
c/o Mssrs. Matthew Sadowski, AICP, Planning & Redevelopment, Manager &
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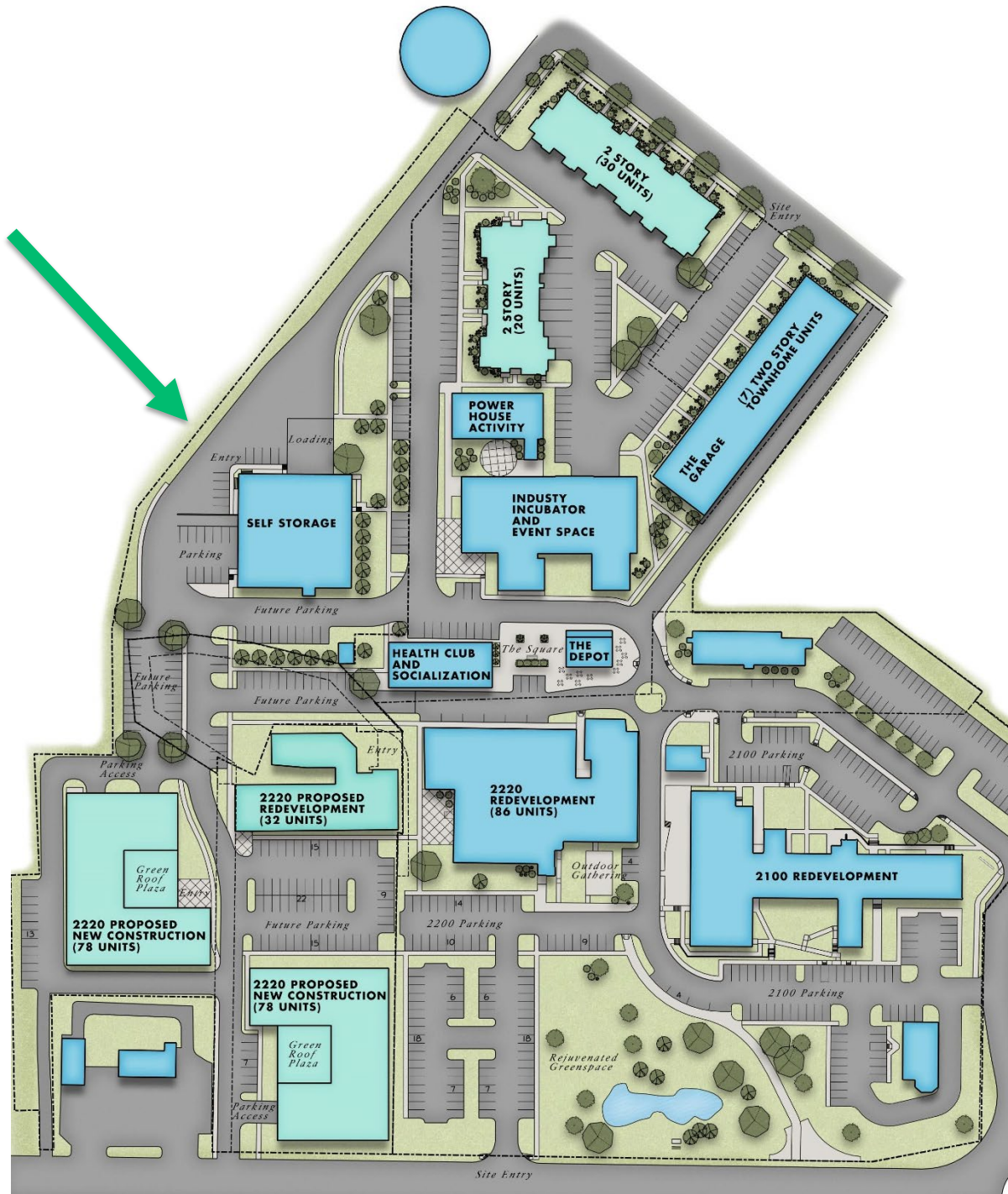
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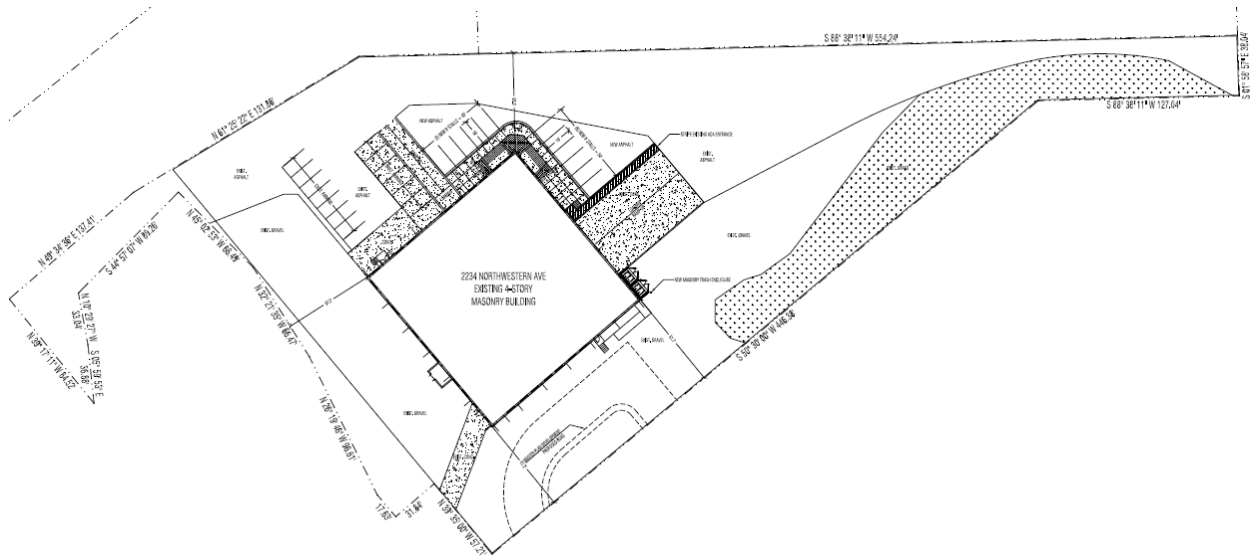
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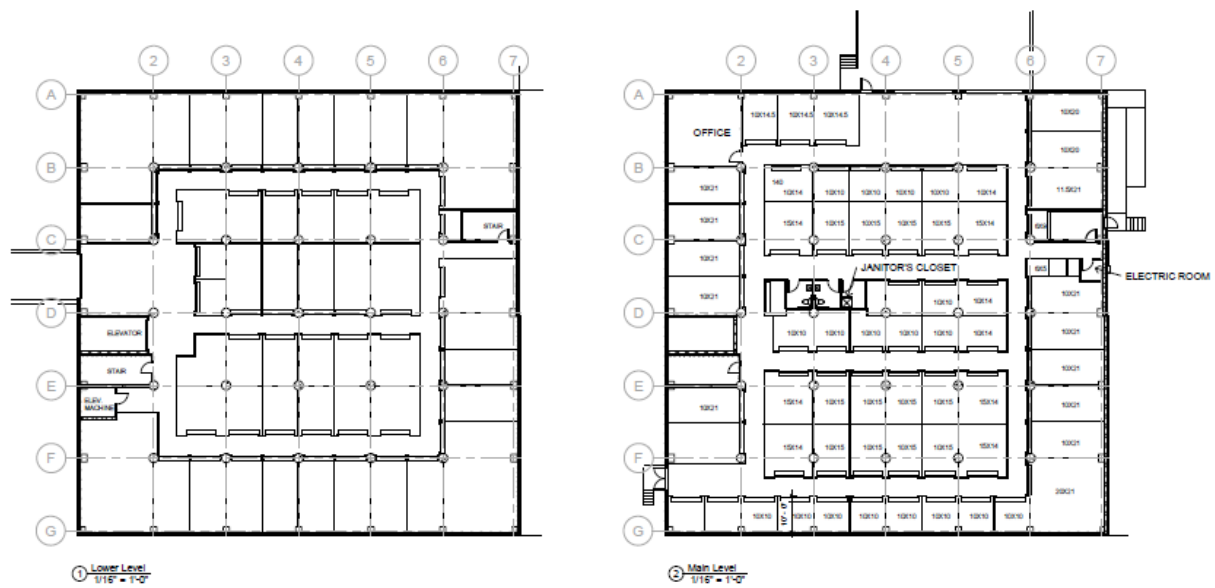
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ELMDALE VENTURES, LLC



BY: JAMES J SAYEGH, PRINCIPAL + CDO



Application for Access Corridor Review

Applicant Name: _____

Address: _____ City: _____

State: _____ Zip: _____

Telephone: _____ Cell Phone: _____

Email: _____

Agent Name: _____

Address: _____ City: _____

State: _____ Zip: _____

Telephone: _____ Cell Phone: _____

Email: _____

Property Address (Es): _____

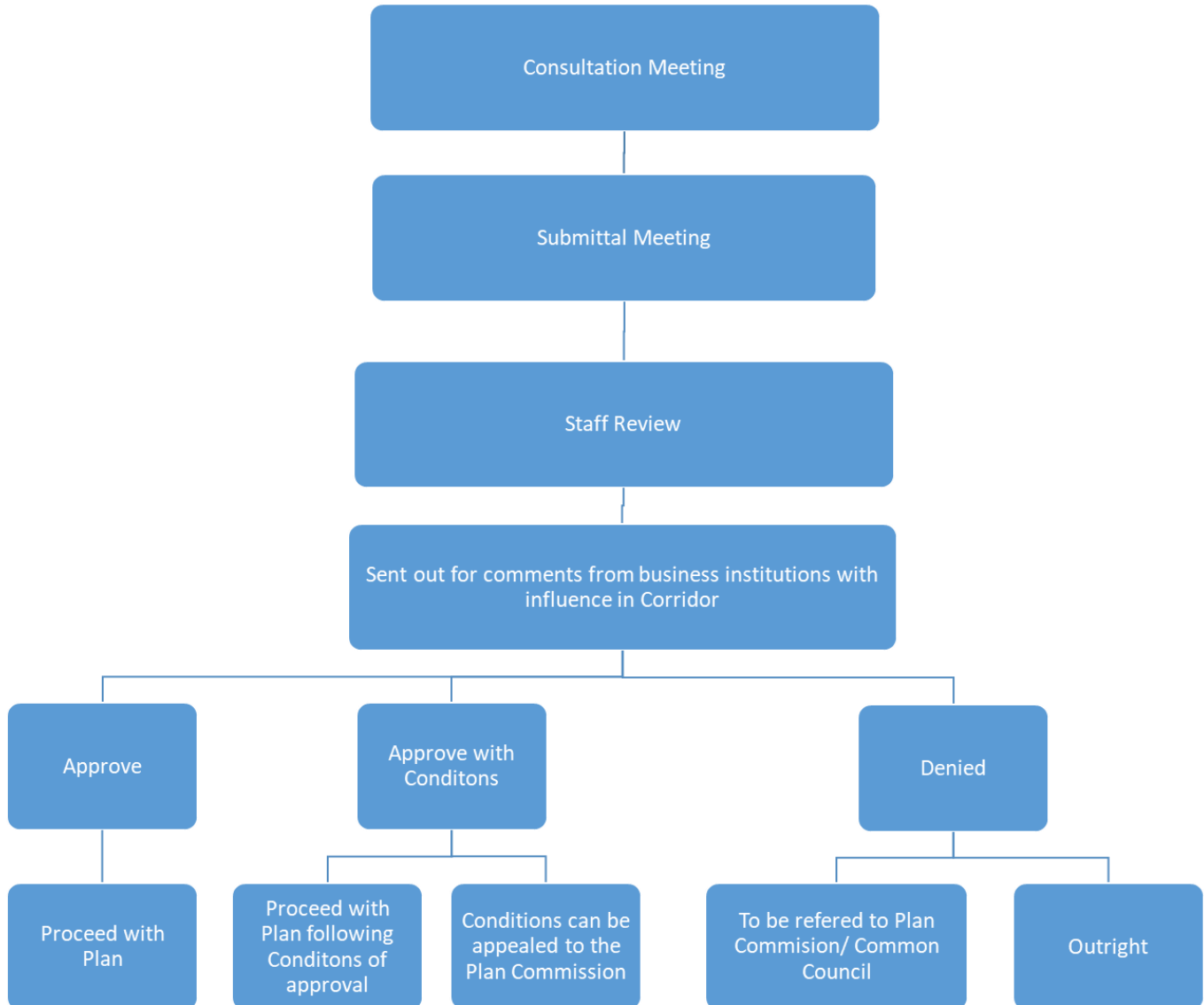
Current Zoning: _____

Current/Most Recent Property Use: _____

Proposed Use: _____



Application Review Process





If the required supplemental materials, which constitute a completed application, are not submitted, the application will not be processed.

Required Submittal Format

1. An electronic submission via email/USB drive/CD/Download link; and
2. One (1) paper copy, no larger than 11" x 17" size.

Required Submittal Item	Applicant Submitted	City Received
1. Access Corridor Review Application		
2. Written description of project, including: <ol style="list-style-type: none">a. Hours of operationb. Anticipated delivery schedulec. Maintenance pland. General use of the building and lot		
3. Site Plan (drawn to scale), including: <ol style="list-style-type: none">a. Fully dimensioned property boundaryb. All buildings (existing and proposed)c. Setbacks from property linesd. Identification as to whether all elements are "Existing" or "Proposed"e. Dimensioned parking spaces and drive aisle layoutf. Trash enclosure location and materialsg. Loading spacesh. Location of signage, with setbacks		
4. Landscape Plan <ol style="list-style-type: none">a. Bufferyardsb. Parking Areasc. Screening and fencing locationsd. Plant lists including the following: Latin and Common Names, Number of each planting material, and Size at planting.		
5. Lighting Plan <ol style="list-style-type: none">a. Location of light fixturesb. A cut sheet of light fixtures with indication of cut-offs or shieldingc. Illumination diagram indicating intensity of lighting on the property.		
6. Floor Plan <ol style="list-style-type: none">a. Preliminary floor plan layout of all buildings/structuresb. Labels for the type of use of the areac. Labels for square footage of the area		
7. Signage Plan <ol style="list-style-type: none">a. dimensioned color elevations of signageb. A diagram showing the location of the proposed signage		





Required Submittal Item	Applicant Submitted	City Received
8. Building/site elevations (if new building or exterior changes planned) a. Building elevations showing all four sides of the buildings in color b. Elevation of trash enclosure area		
9. Building Material Samples (if making exterior changes)		

Acknowledgement and authorization signatures

The approval may contain conditions related to the improvement of the site which must be met prior to the issuance of a building occupancy permit. Conditions related to the operational aspect(s) of the business must be complied with at all times. That, in the event site improvement work required by ordinance cannot be completed prior to desired occupancy, a financial assurance, at 100% of the improvement estimate, guaranteeing completion of the required improvements must be placed on file with the City of Racine. Estimates and Assurance documents are subject to the review and final approval by the City. Improvements may include but are not limited to landscaping, fencing, lighting, pavement surfacing and sealing, dumpster enclosures, and exterior building improvements.

The signature(s) hereby certify that the statements made by myself and constituting part of this application are true and correct. I am fully aware that any misrepresentation of any information on this application may be grounds for denial of this application.

Owner Signature (acknowledgement and authorization): _____ Date: _____
ELMDALE VENTURES, LLC, an Illinois limited liability company.

Applicant Signature (acknowledgement): By: James Sayegh its Authorized Signatory Date: _____





Required Submittal Item	Applicant Submitted	City Received
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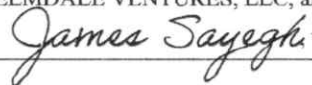
Owner Signature (acknowledgement and authorization):


ELMDALE VENTURES, LLC, an Illinois limited liability company.

Date: 4-19-21

Applicant Signature (acknowledgement):

By:

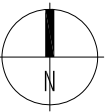


its Authorized Signatory

Date:

4.16.2021

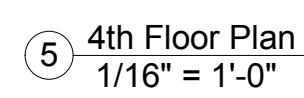
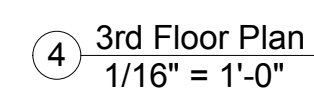
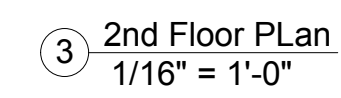
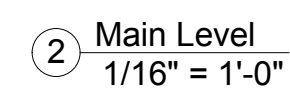
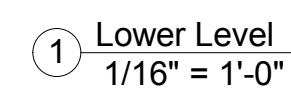
NOTICE OF COPYRIGHT



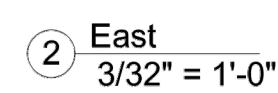
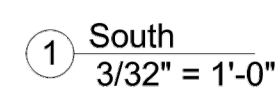
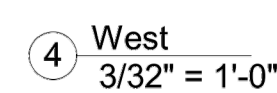
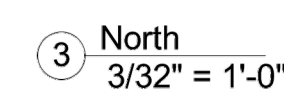
SITE PLAN

SCALE: 1" = 25'-0"

ISSUED / REVISED	
1	
2	
3	
4	
5	



AI.2



URBAN & ASSOCIATES HEREBY
RESERVES ITS COMMON LAW
COPYRIGHT AND OTHER PROPERT
IN THESE PLANS, IDEAS,
AND DESIGN. THESE IDEAS,
DESIGNS AND PLANS ARE NOT TO
BE REPRODUCED, CHANGED OR
COPIED IN ANY FORM OR MANNER
WHATSOEVER, NOR ARE THEY TO
BE ASSIGNED TO ANY THIRD
PARTY WITHOUT FIRST OBTAINING
THE EXPRESS WRITTEN
PERMISSION
FROM URBAN & ASSOCIATES.

SHEET TITLE	DRAWN BY	AUTOCAD	DATE	SCALE	PROJECT NUMBER	3/32" = 1'-0"
						2.22.21
ELEVATIONS						

PROJECT NAME
RACINE SELF STORAGE
RACINE WISCONSIN

**CHRISTOPHER M.
URBANCZYK**
REG. ARCHITECT
COMMISSION EXPIRES
11/30/2022

[illegible]

**URBAN & ASSOCIATES
ARCHITECTS, INC.**
2529 ILLINOIS ROAD, NORTHBROOK, ILLINOIS
60062
WWW.URBANASSOCIATES.NET (847) 291.9570

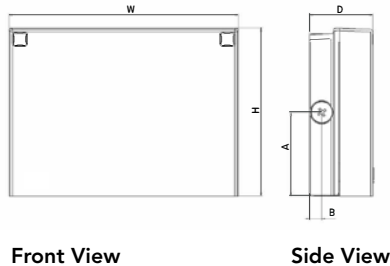




WPX LED Wall Packs



Specifications



Luminaire	Height (H)	Width (W)	Depth (D)	Side Conduit Location		Weight
				A	B	
WPX1	8.1" (20.6 cm)	11.1" (28.3 cm)	3.2" (8.1 cm)	4.0" (10.3 cm)	0.6" (1.6 cm)	6.1 lbs (2.8 kg)
WPX2	9.1" (23.1 cm)	12.3" (31.1 cm)	4.1" (10.5 cm)	4.5" (11.5 cm)	0.7" (1.7 cm)	8.2 lbs (3.7 kg)
WPX3	9.5" (24.1 cm)	13.0" (33.0 cm)	5.5" (13.7 cm)	4.7" (12.0 cm)	0.7" (1.7 cm)	11.0 lbs (5.0 kg)

Catalog
Number

Notes

Type

Hit the Tab key or mouse over the page to see all interactive elements.

Introduction

The WPX LED wall packs are energy-efficient, cost-effective, and aesthetically appealing solutions for both HID wall pack replacement and new construction opportunities. Available in three sizes, the WPX family delivers 1,550 to 9,200 lumens with a wide, uniform distribution.

The WPX full cut-off solutions fully cover the footprint of the HID glass wall packs that they replace, providing a neat installation and an upgraded appearance. Reliable IP66 construction and excellent LED lumen maintenance ensure a long service life. Photocell and emergency egress battery options make WPX ideal for every wall mounted lighting application.

Ordering Information

EXAMPLE: WPX2 LED 40K MVOLT DDBXD

Series	Color Temperature	Voltage	Options	Finish
WPX1 LED P1	1,550 Lumens, 11W ¹	30K 3000K	MVOLT 120V - 277V	(blank) None
WPX1 LED P2	2,900 Lumens, 24W	40K 4000K	347 347V ³	E4WH Emergency battery backup, CEC compliant (4W, 0°C min) ²
WPX2 LED	6,000 Lumens, 47W	50K 5000K	E14WC Emergency battery backup, CEC compliant (14W, -20°C min) ²	DBLXD Black
WPX3 LED	9,200 Lumens, 69W		PE Photocell ³	Note: For other options, consult factory.

Note: The lumen output and input power shown in the ordering tree are average representations of all configuration options. Specific values are available on request.

NOTES

- All WPX wall packs come with 6kV surge protection standard, except WPX1 LED P1 package which comes with 2.5kV surge protection standard. Add SPD6KV option to get WPX1 LED P1 with 6kV surge protection. Sample nomenclature: WPX1 LED P1 40K MVOLT SPD6KV DDBXD
- Battery pack options only available on WPX1 and WPX2.
- Battery pack options not available with 347V and PE options.

FEATURES & SPECIFICATIONS

INTENDED USE

The WPX LED wall packs are designed to provide a cost-effective, energy-efficient solution for the one-for-one replacement of existing HID wall packs. The WPX1, WPX2 and WPX3 are ideal for replacing up to 150W, 250W, and 400W HID luminaires respectively. WPX luminaires deliver a uniform, wide distribution.

CONSTRUCTION

WPX feature a die-cast aluminum main body with optimal thermal management that both enhances LED efficacy and extends component life. The luminaires are IP66 rated, and sealed against moisture or environmental contaminants.

ELECTRICAL

Light engine(s) configurations consist of high-efficacy LEDs and LED lumen maintenance of L90/100,000 hours. Color temperature (CCT) options of 3000K, 4000K and 5000K with minimum CRI of 70. Electronic drivers ensure system power factor >90% and THD <20%. All luminaires have 6kV surge protection (Note: WPX1 LED P1 package comes with a standard surge protection rating of 2.5kV. It can be ordered with an optional 6kV surge protection).

All photocell (PE) operate on MVOLT (120V - 277V) input.

Note: The standard WPX LED wall pack luminaires come with field-adjustable drive current feature. This feature allows tuning the output current of the LED drivers to adjust the lumen output (to dim the luminaire).

INSTALLATION

WPX can be mounted directly over a standard electrical junction box. Three 1/2 inch conduit ports on three sides allow for surface conduit wiring. A port on the back surface allows poke-through conduit wiring on surfaces that don't have an electrical junction box. Wiring can be made in the integral wiring compartment in all cases. WPX is only recommended for installations with LEDs facing downwards.

LISTINGS

CSA Certified to meet U.S. and Canadian standards. Suitable for wet locations. IP66 Rated. DesignLights Consortium® (DLC) qualified product. Not all versions of this product may be DLC qualified. Please check the DLC Qualified Products List at www.designlights.org/QPL to confirm which versions are qualified. International Dark Sky Association (IDA) Fixture Seal of Approval (FSA) is available for all products on this page utilizing 3000K color temperature only.

WARRANTY

5-year limited warranty. Complete warranty terms located at: www.acuitybrands.com/CustomerResources/Terms_and_conditions.aspx.

Note: Actual performance may differ as a result of end-user environment and application. All values are design or typical values, measured under laboratory conditions at 25°C. Specifications subject to change without notice.



One Lithonia Way • Conyers, Georgia 30012 • Phone: 1-800-705-SERV (7378) • www.lithonia.com
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WPX LED
Rev. 09/29/20

Performance Data

Electrical Load

Luminaire	Input Power (W)	120V	208V	240V	277V	347V
WPX1 LED P1	11W	0.09	0.05	0.05	0.04	0.03
WPX1 LED P2	24W	0.20	0.12	0.10	0.09	0.07
WPX2	47W	0.39	0.23	0.20	0.17	0.14
WPX3	69W	0.58	0.33	0.29	0.25	0.20

Projected LED Lumen Maintenance

Data references the extrapolated performance projections in a 25°C ambient, based on 6,000 hours of LED testing (tested per IESNA LM-80-08 and projected per IESNA TM-21-11).

To calculate LLF, use the lumen maintenance factor that corresponds to the desired number of operating hours below. For other lumen maintenance values, contact factory.

Operating Hours	50,000	75,000	100,000
Lumen Maintenance Factor	>0.94	>0.92	>0.90

Lumen Output

Luminaire	Color Temperature	Lumen Output
WPX1 LED P1	3000K	1,537
	4000K	1,568
	5000K	1,602
WPX1 LED P2	3000K	2,748
	4000K	2,912
	5000K	2,954
WPX2	3000K	5,719
	4000K	5,896
	5000K	6,201
WPX3	3000K	8,984
	4000K	9,269
	5000K	9,393

Lumen Ambient Temperature (LAT) Multipliers

Use these factors to determine relative lumen output for average ambient temperatures from 0-50°C (32-122°F).

Ambient	Ambient	Lumen Multiplier
0°C	32°F	1.05
5°C	41°F	1.04
10°C	50°F	1.03
15°C	59°F	1.02
20°C	68°F	1.01
25°C	77°F	1.00
30°C	86°F	0.99
35°C	95°F	0.98
40°C	104°F	0.97

HID Replacement Guide

Luminaire	Equivalent HID Lamp	WPX Input Power
WPX1 LED P1	100W	11W
WPX1 LED P2	150W	24W
WPX2	250W	47W
WPX3	400W	69W

Emergency Egress Battery Packs

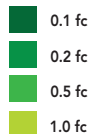
The emergency battery backup is integral to the luminaire — no external housing or back box is required. The emergency battery will power the luminaire for a minimum duration of 90 minutes and deliver minimum initial output of 550 lumens. Both battery pack options are CEC compliant.

Battery Type	Minimum Temperature Rating	Power (Watts)	Controls Option	Ordering Example
Standard	0°C	4W	E4WH	WPX2 LED 40K MVOLT E4WH DDBXD
Cold Weather	-20°C	14W	E14WC	WPX2 LED 40K MVOLT E14WC DDBXD

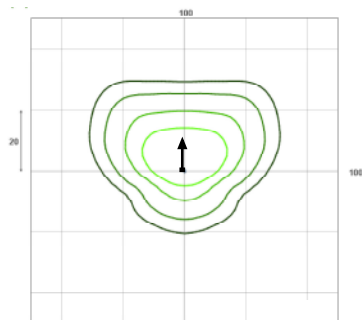
Photometric Diagrams

To see complete photometric reports or download .ies files for this product, visit the Lithonia Lighting [WPX LED](#) homepage. Tested in accordance with IESNA LM-79 and LM-80 standards

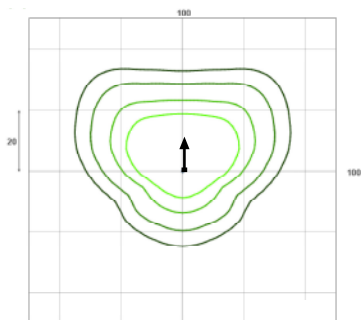
LEGEND



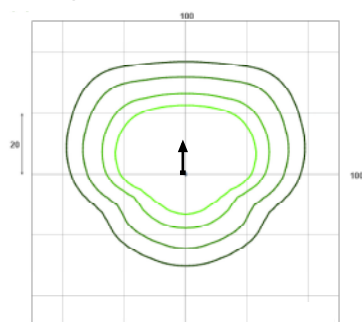
WPX1 LED P1



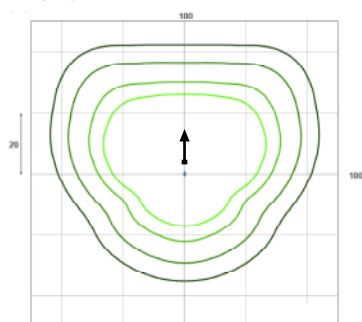
WPX1 LED P2



WPX2 LED



WPX3 LED



Mounting Height = 12 Feet.