



Application for Variance or Appeal

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: _____





The board of appeals shall not vary the regulations of the zoning code unless it shall make findings based upon the evidence presented to it in each specific case that (use the lines to explain how your request meets these criteria): **PLEASE SEE ATTACHED NARRATIVE.**

- (1) Because of the particular physical surroundings, shape, or topographical conditions of the specific property involved, a particular hardship to the owner would result, as distinguished from a mere inconvenience if the strict letter of the regulations were to be carried out;

- (2) The conditions upon which an application for a variance is based are unique to the property for which the variance is sought, and are not applicable, generally, to other property within the same zoning classification;

- (3) The purpose of the variance is not based exclusively upon a desire to increase financial gain;

- (4) The alleged difficulty or hardship is caused by the provisions of this chapter and has not been created by any persons presently having an interest in the property;

- (5) The granting of the variance will not be detrimental to the public welfare or injurious to other property or improvements in the neighborhood in which the property is located; and

- (6) The proposed variance will not impair an adequate supply of light and air to adjacent property, or substantially increase the congestion of the public streets, or increase the danger of fire, or impair natural drainage or create drainage problems on adjacent properties, or endanger the public safety, or substantially diminish or impair property values within the neighborhood.

A variance is intended to relieve a hardship related to the property which would prevent normal use of the lot. A variance is not intended to maximize use of a property for convenience sake.





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. Variance/Non-Conforming Use Expansion Review Application	X	
2. Written description of project, including: a. Hours of operation b. Anticipated delivery schedule c. Maintenance plan d. General use of the building and lot	X	
3. Site Plan (drawn to scale), including: a. Fully dimensioned property boundary b. All buildings (existing and proposed) c. Setbacks from property lines d. Identification as to whether all elements are "Existing" or "Proposed" e. Dimensioned parking spaces and drive aisle layout	X	
4. Zoning Analysis Table a. Land area (in acres and square feet) b. Building area (in square feet) c. Setbacks (required yards in feet) d. Floor Area Ratio (building area divided by lot area) e. Lot Coverage (building footprint divided by lot area) f. Height of all buildings and structures g. Percentage of greenspace (landscaped areas divided by lot area) h. Parking spaces	X	
5. Review Fee		

Acknowledgement and authorization signatures

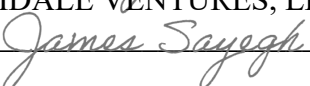
A variance is not like a building permit; applying does not mean it will be approved.

The approval may contain conditions of approval which must be adhered to.

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: 5/11/2021

ELMDALE VENTURES, LLC

Applicant Signature (acknowledgement): By: , its Authorized Signatory Date: 5/11/2021





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.

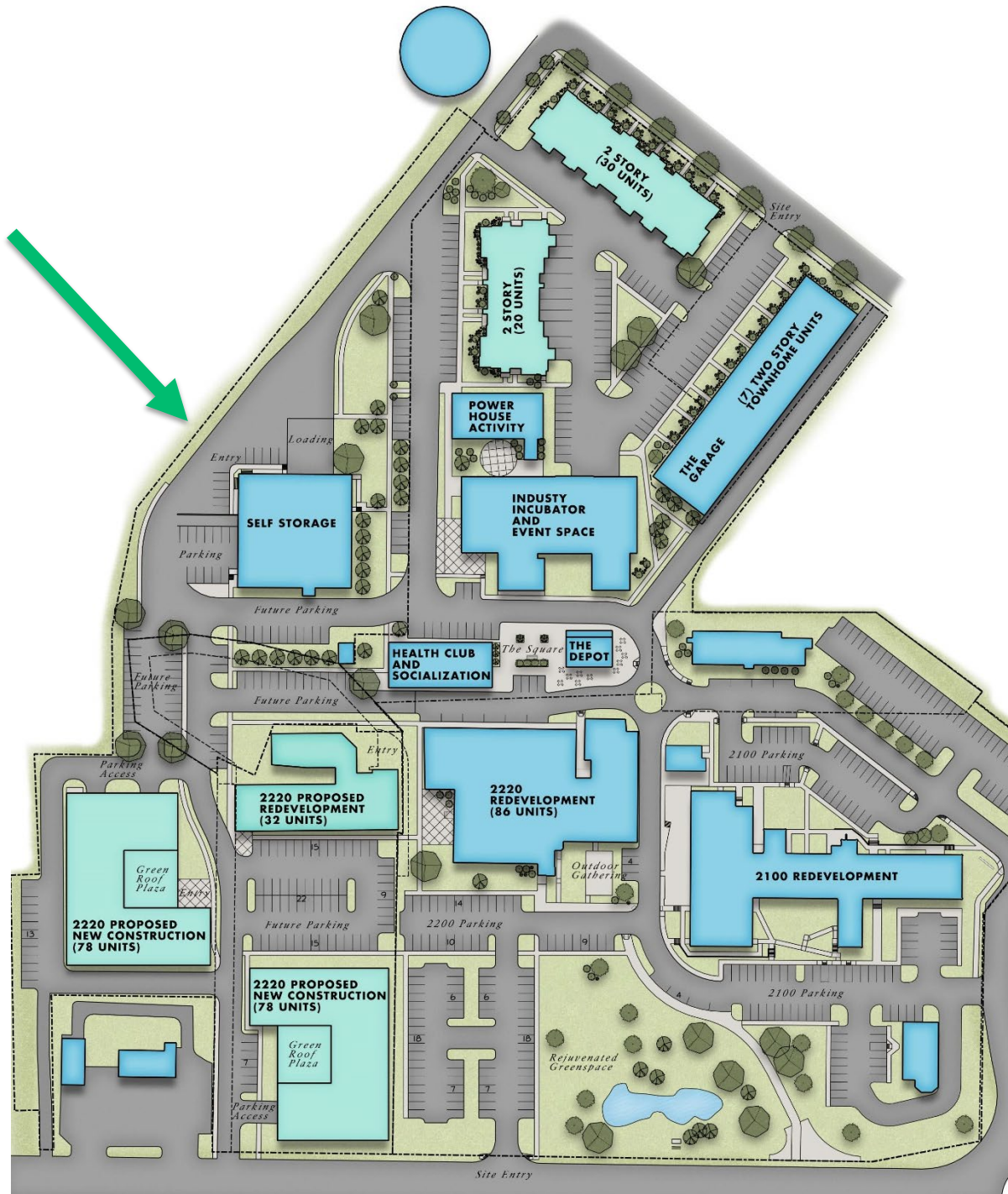
We have worked in close concert with Josh and his design team to solve two critical strategic issues for the overall project:

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?](#)

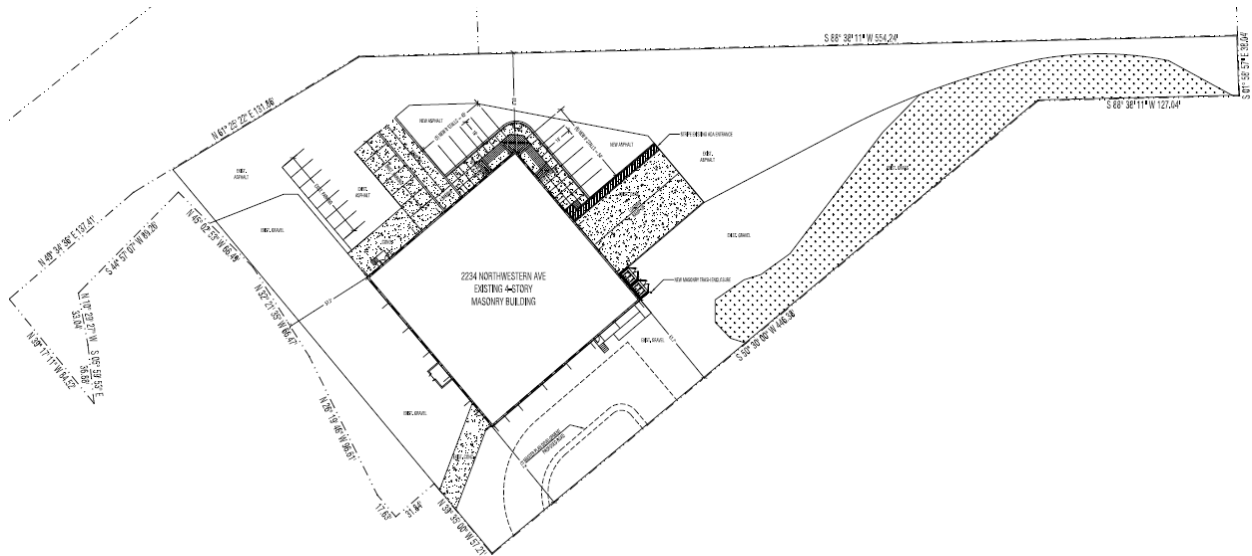
Below and attached, please find our collaborative vision for this portion of the site along with plans and elevations for the Property. Please note the following plan contemplates the divesting or shared use of large portions of the Property in favor of the best master plan possible. Streetscape and 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.

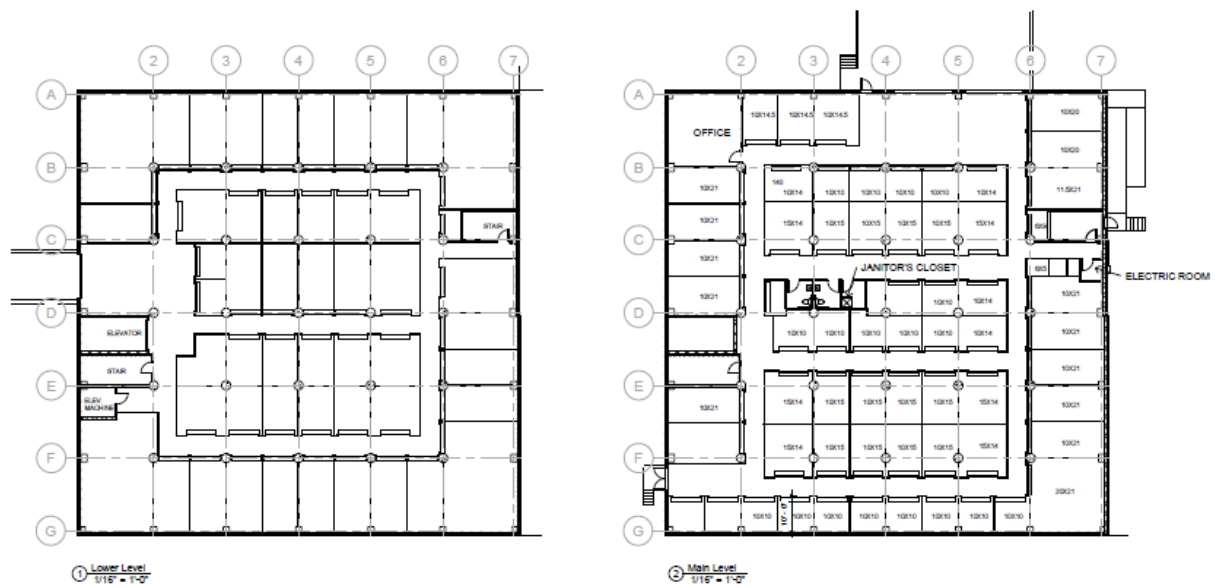
We think J. Jeffers is both relieved to have the Property evolve from its current manufacturing/warehousing use and excited by the certainty and amenity that self-storage offers stakeholders.



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



BY: JAMES J SAYEGH, PRINCIPAL + CDO