

May 26, 2021

The Honorable Mayor Cory Mason
Alderman Marcus West
Alderwoman Mollie Jones
Alderman Sam Peete
Alderman Trevor Jung
Commissioner Christina Hefel

Subject: Horlick Redevelopment – June 9, 2021 Meeting

Dear Members of the Planning Heritage, and Design Committee:

My husband and I are writing this asking for your help and consideration regarding the sale of our building, located at 2234 Northwestern Ave., Racine, WI 53404. We are disheartened by what is happening with the sale of our property.

In January 2020, my husband developed serious health issues and was admitted to Froedtert Hospital for 35 days total, in the months of January and February of 2020. At that time, they were talking about him having a heart transplant. His heart was working at only 16%.

At the same time, we owned a manufacturing company within the building on 2234 Northwestern Ave., Racine, WI which I had to manage while he was in the hospital with grave news. My husband was released from Froedtert in March of 2020 with having to wear a portable defibrillator requiring 24hr monitoring along with an IV medicine requiring dosing 24hrs a day and multiple times a week changing IV bags. The business and building are our only source of income. Covid-19 did not help at all during this difficult time. Plus, it went from bad to worse, our insurance company did not cover the medical expenses, which accumulated to over \$200k. Due to my husband's condition and bills mounting, we made the decision that we could no longer be able to own a manufacturing company and own/manage a building.

A brief history on our building. It was built in 1925 and was a warehouse and storage for the Horlick Malted Milk Company. The use prior to us moving our company, Altus Vinyl was utilized by the Racine Unified School District as warehouse and storage on the 4th floor— text books and frozen foods for school lunches were stored. The 3rd floor was used for computer storage and central network development. The 2nd floor was used for maintenance offices and storage. The 1st floor and basement were used for their electrical, painting, carpentry, plumbing, and vehicle storage. Most recently our building is being used for Altus Vinyl, Tivo's Roofing, and XMD CNC, plus auto, boat, equipment, and document storage. There is one large freight elevator and no commercial elevator.

In August of 2020, we received an offer for the building from J. Jeffers and Company; however, they decided not to pursue our building because it did not layout well for a mixed used development with commercial emphasis. It was not conducive to develop residential housing or retail. This was determined by J. Jeffers architects. We then relisted the building for sale in January, in which, we received an offer from the Elmdale Partners, LLC.

While they were doing their due diligence, they were informed by their inspectors that our building had recently been added as part of the Tax Incremental District No. 25 Horlick Campus Redevelopment project plan for future use.

We were informed that Elmdale Partners, LLC had submitted an Access Corridor Review (2234 Northwestern Avenue, StorSafe at Belle City Square) to the department of City Development, division of Planning and Redevelopment and was denied. Elmdale Partners laid out a plan for a self- storage facility and submitted a complete plan that was in conjunction with the current developer J. Jeffers and Company for the Horlick Malted

Milk Redevelopment. Elmdale partners worked closely with J. Jeffers design and architects so that it would be consistent with the Horlick Malted Milk redevelopment efforts and blend and match the desired look and created the adjacent properties that are known as the Horlick Redevelopment. The J. Jeffers Company considered Elmdale’s proposal to be an accessory use to their primary development and it would benefit residents of the Horlick Redevelopment.



Current 2234 Northwestern Ave. Building



Proposed Development by Elmdale Partners, LLC

Elmdale Partners submitted an appeal and is scheduled for consideration on June 9 with the Planning Heritage, and Design Committee.

My husband and I are having a hard time understanding why the Elmdale Partners, LLC Access Corridor Review was denied. As mentioned in a brief history, our building has been utilized for storage and warehousing since it was built by the Horlick Malted Milk Company. J. Jeffers Company tried to incorporate the building with their residential development; however, their team said it was not conducive to residential and mixed-use development.

Our request is that the Planning Heritage, and Design Committee Members consider, not just my request but also the dual efforts of Elmdale Partners and J. Jeffers Company to vote for an approval of the plan submitted by Elmdale Partners, LLC.

Thank you for your time and appreciate your consideration! If you have any questions or would like a personal tour of our building, we would gladly show you at your availability.

Respectfully,

Christine and Richard Burt
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