



City of Racine

City Hall
730 Washington Ave.
Racine, WI 53403
www.cityofracine.org

Meeting Minutes - Final

Planning Heritage and Design Commission

Wednesday, June 24, 2020

4:30 PM

Virtually

Call To Order

Mayor Mason called the meeting to order at 4:30 p.m.

PRESENT: 6 - Mason, Jones, Hefel, Austin, Jung and Peete

EXCUSED: 1 - Martinez

Approval of Minutes for the June 10, 2020 Meeting.

A motion was made by Alder Jung, seconded by Commissioner Hefel, to approve the minutes of the June 10, 2020 meeting. The motion **PASSED** by a Voice Vote.

4:30 P.M. PUBLIC HEARINGS

[0363-20](#)

Subject: Review of the proposed establishment of the project plan, boundaries, and creation of Tax Incremental District No. 24 and consideration of an approving resolution. (PHDC-20)

Recommendation of the Planning, Heritage, and Design

Commission on 06-24-2020: That the proposed project plan, boundaries, and creation of Tax Incremental District No. 24 be approved and the resolution adopted.

Fiscal Note: Tax Incremental District No. 24 is projected to generate \$38,455,536 of increment to fund projects identified in the project plan over a period of 26 years.

Attachments: [Racine TID No. 24 Project Plan Draft 2020-6-25](#)

[Legal Notice TIDs 06102020](#)

[PC Res TID 24 Creation](#)

[#0363-20 Resolution](#)

[TID 24 - 2020-07-06](#)

Mayor Mason introduced Todd Taves from Ehlers and Associates to review the request. Taves explained the request for the proposed creation of TID No. 24.

Jeff Hintz, Associate Planner, reviewed the aerial view of the property and surrounding area.

Taves highlighted the project plan including the assumptions and values. He stated that the plan would be in two phases with Phase I being completed in the year 2023 and having a value of \$15,000,000. Taves explained the expenditures and cash flow.

Alder Jung asked Taves to explain the “but for” rationale regarding the creation of new TIDs.

Taves referred to the “Summary of Findings” on page 4 of the plan.

Mayor Mason opened the public hearing at 4:45 p.m.

No one requested to speak.

Mayor Mason closed the public hearing at 4:45 p.m.

***Note: Mayor Mason went back to item 0363-20 to reopen the public hearing as it was not being broadcasted on Facebook Live at the time. He reviewed the request and the map, area, and project plan in brief for the request.*

Mayor Mason opened the public hearing at 6:11 p.m.

No one requested to speak.

Mayor Mason reclosed the public hearing at 6:13 p.m.

A motion was made by Commissioner Hefel, seconded by Alder Jones, to adopt the Planning Commission Resolution and recommend approval of the creation of TID No. 24. The motion PASSED by a Voice Vote.

[0364-20](#)

Subject: Review of the proposed establishment of the project plan, boundaries, and creation of Tax Incremental District No. 25 and consideration of an approving resolution. (PHDC-20)

Recommendation of the Planning, Heritage, and Design

Commission on 06-24-2020: That the proposed project plan, boundaries, and creation of Tax Incremental District No. 25 be approved and a resolution adopted.

Fiscal Note: Tax Incremental District No. 25 is projected to generate \$17,341,135 of increment to fund projects identified in the project plan over a period of 26 years.

Attachments: [Racine TID No. 25 Project Plan Draft 2020-6-25](#)
 [Legal Notice TIDs 06102020](#)
 [PC Res TID 25 Creation](#)
 [#0364-20 Resolution](#)
 [TID 25 - 2020-07-06](#)

Hintz showed the aerial and surrounding area for the proposed TID.

Taves explained that at least 50% of the property within the proposed district is in need of rehabilitation and conservation. He stated the proposed district contains 36 acres and the project will be broken out into two different phases. He stated Phase I would encompass the immediate project and Phase II would be new construction. He stated the cash flow for Phase I is estimated to be \$300,000 per year.

Taves explained that there will be an amendment to TID No. 14 proposed that will allow for a one-time incentive of \$3,150,000 being transferred to TID No. 25. He stated the TID should recover costs in the year 2045 and at that time have the potential to close.

Mayor Mason introduced J. Jeffers & Co., the developers of the project proposed for the TID. He stated the developers just did the Gold Metal Lofts project on Packard Avenue and have experience with different developments throughout Wisconsin.

Joshua Jeffers, Jeffers & Co., explained his company and the project. He stated the company was founded in 2012 with half of its focus being on historic preservation. He explained that the Gold Metal Lofts was a manufacturing use that was converted into 77 apartment units. He described the funding model for the project which includes the use of Wisconsin Housing and Economic Development Authority (WHEDA) funds, etc. Jeffers stated they are overwhelmed by the leasing demand and velocity for the project.

Jeffers explained the project for the Horlick Malted Milk site. He stated cues would be taken from the Pabst development in Milwaukee and federal and state historic tax credits would be used. Design elements for the buildings were shown. Jeffers stated the smoke stacks and the original character of the buildings will be retained. Other design elements of the buildings and complex were discussed.

Mayor Mason opened the item up to questions from Commissioners.

In response to Alder Jones, Mayor Mason stated TID No. 9 will be discussed in the third item on the agenda.

Mayor Mason opened the public hearing at 5:31 p.m.

Terrence Cohoon, 901 Havana Circle – property owner at 1322 Summit Avenue, spoke regarding the request. He asked a question regarding the future land use map on page 22 of the plan. He stated he is currently rehabbing the property; however, the map shows that it may be used as recreational.

Mayor Mason stated that there is no plan to acquire property for expansion of the project.

Cohoon asked if there would be an extension of the alley – as looking across Albert Street – as his garage currently across from the alley.

Mayor Mason stated there is no specific plan regarding the alley or the park based on what has been presented tonight.

Cohoon asked if there would be an increase in property taxes.

Mayor Mason stated that the base tax would continue and that there is nothing about the creation of the TID that will create additional taxes. He stated the TID does not

change what will be paid; however, if there is new value that new value will go towards the district.

Taves confirmed the comments by Mayor Mason.

Cohoon stated there are a lot of power lines in the area and asked about the potential for burying the power lines.

Mayor Mason stated that may be considered with the development.

Cohoon confirmed that if revenue is not received, that taxes will not increase to the property owners in the area.

Mayor Mason stated that is correct; Taves confirmed.

Jacob Samala, 238 ½ 3rd Street, Jersey City, NJ – one of the owners of the LLC that own the properties at 2420 and 2400 Northwestern Avenue, spoke regarding the request. He spoke about discrepancies in the map on the plan and the property list. He stated that map ended by Westwood Drive and does not include his property, however, the properties listed within the plan include both of their properties which the map does not encompass. He asked for clarification for the record if their properties were or were not part of the proposed TID No. 25.

Mason referred to the preliminary map on page 7 within the plan and asked if their property were number 45 on the map.

Samala stated that was the Citgo Gas and Food Mart based on the map and Google Earth comparison. He stated their properties are more north on Northwestern Avenue. In response to Mason, he stated their properties were west of the school.

Mayor Mason stated then they would not be part of the proposed district and asked Taves to confirm.

Taves stated that the map is the governing document and confirmed that the intent is to use the map boundaries. He stated changes were made and the parcels can be removed from the address table to accurately reflect the map boundaries.

Samala stated he appreciates what is going to happen with the properties, however, he wanted to make sure that was clarified before a formal vote was taken. He stated that on the legal notice, the properties were not shown on the map as being part of the district.

Taves stated that if it is the city's intent is to only include the parcels that are shown on the map on page 9, that when the Planning Commission acts an amendment can be made in the motion to clarify that the boundaries on the map is what included and when the document is forwarded to Council the plan will include the changes.

Samala stated that would be satisfactory with the intent to use the map boundaries.

Mayor Mason stated the map boundaries are what would be controlling and it would be appropriate to remove the first three parcels listed on page 10 to accurately reflect the map.

Samala stated he appreciates what is going to happen next to their property as it looks promising and thanked the Commission for taking care of the issue.

Mayor Mason closed the public hearing at 5:52 p.m.

A motion was made by Commissioner Hefel, seconded by Commissioner Austin, to adopt the Planning Commission resolution and recommend the approval of the creation of TID No. 25 subject to the map being the boundaries of the TID – with the modification that the parcels of 2501 High Street, 2420 Northwestern Avenue, and 2400 Northwestern Avenue are removed from the address table. The motion PASSED by a Voice Vote.

[0365-20](#)

Subject: Review of the proposed project plan amendment for Tax Incremental District No. 9 and consideration of an approving resolution. (PHDC-20)

Recommendation of the Planning, Heritage, and Design

Commission on 06-24-2020: That the proposed project plan, amendment for Tax Incremental District No. 9 to allow the removal of a parcel and increment sharing with Tax Incremental District No. 24 be approved and a resolution adopted.

Fiscal Note: The projected amount transferred from Tax Incremental District No. 9 to aid in the funding of projects identified in the project plan of Tax Incremental District No. 24 would total \$9,825,000.

Attachments: [Racine TID No. 9 Project Plan Amendment Draft 2020-6-25](#)
 [Legal Notice TIDs 06102020](#)
 [PC Res TID 9 Amend](#)
 [#0365-20 Resolution](#)
 [TID 9 Amd - 2020-07-06](#)

Mayor Mason explained that the following two items related to the creation of TID No. 24 and TID No. 25 respectively.

Taves explained the request for the amendment to TID No. 9. He stated it is the Johnson Building area and that the scope of the amendment is to allow the district to transfer tax increment to TID No. 24 and to remove a parcel that would fall in the footprint of TID No. 24. Taves showed the cash flow in the project plan and explained that its final debt service will be made in 2021. He stated the TID currently shares with TID No. 21, although no transfers have yet been made. Taves stated closure of the district is anticipated in the year 2034.

Mayor Mason reiterated the location of TID No. 9 to answer a previous question from Alder Jones.

In response to Mayor Mason and Alder Jung, Taves stated the art of transferring resources between TIDs is a common practice. He reviewed data received from the Department of Revenue for the past nine years. He stated within that timeframe, there have been 194 allocation amendments approved by the department. He stated there are roughly 1300 active TIDs within Wisconsin so an estimated 10 percent of TIDs in

the state are designated as donor TIDs.

Alder Jung asked about completed projects as a result of this type of financing that otherwise would not be completed.

Taves stated successful projects completed with TID funds include the Arise Plan, a downtown redevelopment in Janesville.

Mayor Mason opened the public hearing at 6:05 p.m.

No one requested to speak.

Mayor Mason closed the public hearing at 6:06 p.m.

A motion was made by Alder Jones, seconded by Commissioner Hefel, to approve the Planning Commission resolution and recommend approval of the amendment to TID No. 9. The motion PASSED by a Voice Vote.

[0366-20](#)

Subject: Review of the proposed project plan amendment for Tax Incremental District No. 14 and consideration of an approving resolution. (PHDC-20)

Recommendation of the Planning, Heritage, and Design

Commission on 06-24-2020: That the proposed project plan amendment for Tax Incremental District No. 14 be approved and a resolution adopted.

Fiscal Note: The projected amount transferred from Tax Incremental District No. 14 to aide in the funding of projects identified in the project plan of Tax Incremental District No. 25 would total \$3,150,000.

Attachments: [Racine TID No. 14 Project Plan Draft 2020-6-25](#)
 [Legal Notice TIDs 06102020](#)
 [PC Res TID 14 Amend](#)
 [#0366-20 Resolution](#)
 [TID 14 Amd - 2020-07-06](#)

Taves explained the proposed amendment to TID No. 14. He stated the amendment would be to allow increment to be transferred to TID No. 25. He stated TID No. 14 is also a recipient of increment from TID No. 2.

Taves showed the cash flow projection for the TID. He stated a transfer would be authorized with the amendment in the amount of \$3,150,000 to TID No. 25. He stated the district is shown as closing in the year 2028 with a positive fund balance. However, depending on the needs, the closure can be lengthened or shortened.

Mayor Mason opened the public hearing at 6:09 p.m.

No one requested to speak.

Mayor Mason closed the public hearing at 6:09 p.m.

A motion was made by Alder Jung, seconded by Commissioner Hefel, to approve the Planning Commission resolution and recommend approval of the amendment to TID No. 14. The motion PASSED by a Voice Vote.

END OF PUBLIC HEARINGS

[0331-20](#)

Subject: Request from Doug Geurts, representing J. Jeffers & Co. seeking a Certificate of Appropriateness for renovation and restoration activity at 2100 & 2200 Northwestern Avenue on buildings listed on the National Register of Historic Places - Horlick District Lofts. (PHDC-20)

Attachments: [Review and recommendation](#)
 [Applicant submittal](#)
 [SHPO conditions](#)

Mayor Mason introduced the request and stated that Jeffers & Co. went through a lot of the components in the presentation for the site earlier.

Hintz described the request. He explained that the property was rezoned at the end of 2018 to R5 with a Flex Development Overlay. Hintz described the surrounding zoning and the area of the site. He stated the land use plan does call for the area to be a mixed-use commercial area. He showed the site plan for the request and stated the application is to renovate the existing buildings into a mixed-use development focusing on residential. He stated 134 dwelling units are being created and conditional approval was received from the State and National Historic Society for the proposed work. He stated the proposal is in keeping with historic preservation standards.

Hintz described the possible actions of the Commission and described the required findings of fact regarding the certificate of appropriateness.

He stated that staff is recommending approval subject to conditions a. – c. He stated that regarding condition b., Jeffers & Co. have the comments regarding the input from the Joint Plan Review Team.

A motion was made by Alder Jung, seconded by Commissioner Hefel, to approve the certificate of appropriateness subject to conditions a. – c.

[0332-20](#)

Subject: Request from J. Jeffers & Co. seeking approval of a certified survey map for a development at 2100-2200 Northwestern Avenue. (PHDC-20).

Attachments: [Recommendation](#)
 [Applicant submittal](#)

Hintz showed how the property is proposed to be divided. He stated there would be four lots – the first lot would contain the 2200 building, lot two would contain the 2102 building, lot three would contain the 2100 building and an outlot would be on the southern portion of the property. He stated that staff is recommending approval of the request subject to conditions a. – f. Hintz reviewed the conditions of approval.

A motion was made by Commissioner Hefel, seconded by Commissioner

Austin, to approve the request subject to conditions a. – f. The motion **PASSED** by a Voice Vote.

Adjournment

There being no further business, the meeting adjourned at 6:25 p.m.