

# Uptown Redevelopment Opportunity



## Racine, Wisconsin - A Request for Proposals

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It's been called "shop-steading" and the "building for a buck" program. For one dollar, you can own an architecturally significant building in Racine's Uptown Arts District. The Redevelopment Authority of the City of Racine (RDA) wants you to purchase and redevelop the commercial building at 1418-1422 Washington Avenue, a prominent site on US Highway 20, the gateway route to Racine's downtown and Lake Michigan lakefront. You'll be part of the Uptown Business Improvement District (BID) and within the "Create Uptown Racine" Arts District. "Create Uptown Racine", [www.CreateUptownRacine.com](http://www.CreateUptownRacine.com), is dedicated to bringing new life to the historic Uptown neighborhood and enriching all of Racine.

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## **ASKING PRICE**

**One dollar** (\$1.00) plus the commitment through a development agreement as a condition of the sale to renovate the building, including renovating the façade according to the façade rendering completed by Hartmann Design, Inc. dated February 6, 2009.

This rendering can be viewed by visiting:

[http://www.cityofracine.org/current\\_request\\_for\\_proposals.aspx](http://www.cityofracine.org/current_request_for_proposals.aspx)

The selected developer will be required to complete the first story façade in accordance with the rendering. Developer may select Scheme A or B.

No brokerage fees will be paid. The property will be sold “as is.”

## **PROPERTY**

The two-story masonry building – constructed in approximately 1900 – has 5,280 square feet of gross area. The building has 50 feet of frontage on Washington Avenue. The land area is approximately 2,400 square feet with zero setbacks.

The area surrounding the property is commercial, industrial and residential. The business district is within a short distance to several of Racine County’s largest employers such as SC Johnson, Twin Disc, Modine, Pioneer Products and many others as highlighted within the attached Economic Profile (Attachment #1).

The Redevelopment Authority of the City of Racine acquired the property in December 2007 for the purposes of preventing its further physical deterioration, preserving the building façade, and fostering the redevelopment of the Uptown commercial district. The rehabilitation of the upper façade was completed in May 2010.

## **ENVIRONMENTAL IMPLICATIONS**

The RDA has not performed environmental investigations on the property. The buyer will be required to complete its own due diligence.

## **PROPERTY USE**

RDA is seeking a commercial development that

- Positively impacts the Uptown district and the surrounding neighborhood
- Encourages pedestrian traffic
- Creates and/or retains jobs
- Increases the City tax base
- Is fully taxable

Uses are subject to the current zoning: B-2, "Community Shopping", (Section 114-466, et seq., Racine Code of Ordinances), a district that provides for a wide range of uses and structure sizes. The district specifically allows by right residential use above the first floor. Because the property is within a commercial district served by municipal parking lots, uses are not required to provide on-site parking.

Check the City's zoning code for more specific uses and development regulations at [www.cityofracine.org](http://www.cityofracine.org). Click on Municipal Code under Hot Links.

The RDA will prohibit the following uses through the development agreement:

- All tax-exempt uses
- Tattoo parlors
- Shops selling used and second-hand goods, including clothing, but antique stores, selling goods at least 50 years old, are allowed
- Pay day loan establishments and other "convenient cash" businesses
- Rent-to-own stores
- Fire arms dealers
- Taverns
- Shops in which 50% or more of the retail floor area is used for retail sale of alcoholic beverages
- Shops in which 50% or more of the retail floor area is used for retail sale of tobacco products or smoking accessories.

## PROPERTY REDEVELOPMENT

Exterior rehabilitation must meet the attached design standards within the Uptown Development Review Overlay District (Attachment #2). The façade rendering by Hartmann Design, Inc. has been reviewed and approved by the design review committee. Any changes from the approved design will need committee approval.

## PROPERTY SHOWING

Interested parties can tour the property during normal business hours by appointment. Showings can be scheduled by calling Jean Wolfgang at (262) 636-9476 or by email at [jean.wolfgang@cityofracine.org](mailto:jean.wolfgang@cityofracine.org).

## PROPOSAL PROCESS

The RDA is seeking a qualified individual/group to develop a **conceptual plan, budget and timeline, and related matters as set forth below**. Additionally, the RDA seeks a development proposal that is consistent with the Uptown Improvement Plan as amended to include the Artist Relocation Program. Check out [www.CreateUptownRacine.com](http://www.CreateUptownRacine.com). Proposals that are more consistent and complementary with the program will be rated higher than less consistent and less complementary proposals.

Responses should be organized in a manner that allows for complete review of each project element. Conciseness in the descriptions will be favorably regarded. If you regard any part of the proposal as proprietary information and wish it to be kept confidential, please specifically identify that information.

Each proposal should include the completion of the attached Redevelopment Authority of the City of Racine **Proposal Summary and Public Disclosure Statement** (Attachment #3). An application fee in the amount of **\$1,000.00** must accompany each proposal. This fee will be refunded if your proposal is not selected. If the proposal is selected, the fee will be applied to closing costs.

Proposals also must include:

- Preliminary building plans. The plans must be scaled.
  - Plans must identify which façade design scheme by Hartmann Design, Inc. is proposed and identify proposed modifications to the selected scheme, if any. Any proposed changes in materials on the exterior must be described.
  - Building floor plans must show the proposed allocation of space to specific uses and facilities within the building, access and egress, etc.
- Racine encourages developers to employ, and to use contractors that agree to employ, residents of the City of Racine. Proposals must include a description of how Racine residents will be recruited for employment opportunities associated with the proposal. Proposals will be rated on the efforts that will be made to hire city residents.

## **REVIEW & SELECTION**

The following criteria will be used to review the proposals:

- Contribution of the proposed use and prospective occupants to the Uptown District
- Consistency with the Uptown Improvement Plan and Artist Relocation Program
- Pedestrian activity generated by the use
- Project costs and reasonableness of projections
- “As completed” value of development
- Tax base to be generated
- Financial capacity of the buyer/developer and soundness of the financing strategy
- Quality and thoroughness of the business plan (if applicable)
- Amount of job creation and/or retention and local hiring effort
- Expertise of and experience of the development team with urban redevelopment and building rehabilitation
- Extent to which sustainable or “green” technology and design is proposed
- Timely project schedule

Finalists may be interviewed before the proposal is presented to the RDA for approval.

## **OPTION PERIOD & CLOSING**

The selected buyer will have six months commencing with RDA approval to finalize rehabilitation plans and secure firm financing. A closing will occur once all project elements are in place including final plan approval and financing. RDA will convey by Quit Claim Deed. The buyer will be expected to finish all redevelopment work within six months of closing.

## **FINANCIAL ASSISTANCE**

The Business Lending Partners (BLP), a division of Racine County Economic Development Corporation (RCEDC) has several business financing tools for commercial properties. BLP lends money to businesses in conjunction with conventional financing and the owner's equity. More information is available at [www.businesslendingpartners.org](http://www.businesslendingpartners.org).

The following are also excellent resources for providing information on starting, financing and managing a small business:

Wisconsin Women's Business Initiative Corporation: [www.wwbic.com](http://www.wwbic.com)

Community Economic Development Corporation: [www.cedcoracine.org](http://www.cedcoracine.org)

Racine County Small Business Development Center: [www.wisconsinsbdc.org](http://www.wisconsinsbdc.org)

It should be noted that given the sale price of this property and the façade work already completed by the RDA, the property is not eligible for the City's Façade Grant Program.

## **RDA POLICIES**

Proposals will be rejected from any party (as an individual or as part of an entity) who:

- Has delinquent real or personal property taxes in the City of Racine
- Has had property acquired by the County of Racine through tax-foreclosure within the previous five years
- Has an outstanding judgment from the City of Racine
- Has outstanding health or building code violations or orders from the City's Health Department or Building Inspection Department that are not actively being abated
- Has been convicted of a felony that causes concern with respect to neighborhood stability, health, safety or welfare
- Has outstanding offers to purchase or uncompleted performance on a RDA or City sale except upon approval of the RDA Executive Director based on history of performance

Tax and court records will be checked prior to closing. If any of these conditions are found to exist, RDA may terminate the Option to Purchase or Agreement for Sale.

## **OTHER APPROVALS**

Buyer is solely responsible for obtaining approval for a Conditional Use Permit or zoning variance for uses or development requirements that are not expressly permitted by the zoning code.

## **SPECIAL NOTE**

Unauthorized contact regarding this RFP with any RDA Commissioner or with City or RDA staff other than the designated contact person may result in disqualification. All questions should be directed to Jean Wolfgang at (262) 636-9476 or by email at [jean.wolfgang@cityofracine.org](mailto:jean.wolfgang@cityofracine.org).

RDA reserves the right to reject any and all proposals for any reason at its sole discretion, to negotiate the terms and conditions of the eventual contract with the developer awarded the purchase and development rights, and to impose additional use restrictions, if necessary.

The contents of the packets are for informational purposes only and the representations made herein, though thought to be accurate, are without warranty. Development teams should rely exclusively on their own investigations and analyses.

The property is within the Uptown business improvement district, a special assessment district. For budgeting purposes, prospective developers should estimate the special assessment at \$2.20/\$1,000 of assessed property value.

### **Ten (10) copies of your Proposal should be submitted to:**

Jean Wolfgang, Associate Planner  
City of Racine  
730 Washington Avenue, Room 102  
Racine, WI 53403

All questions should be directed to Jean Wolfgang at 262/636-9476 or by email at [jean.wolfgang@cityofracine.org](mailto:jean.wolfgang@cityofracine.org). All ten (10) copies of the Proposals shall be in a sealed envelope marked “**Development Proposal – Uptown 1418**”.

# ECONOMIC PROFILE

City of Racine, WI

## POPULATION

<u>Year</u>	<u>Number</u>	<u>Percent Change</u>
1980	85,725	--
1990	84,298	-1.7
2000	81,855	-2.9
2004 (est.)	80,806	-1.3

Source: U.S. Bureau of the Census, Wisconsin Department of Administration and SEWRPC.

## HOUSING

<u>Year</u>	<u>Total Households</u>	<u>Percent Change</u>
1980	31,744	--
1990	31,785	0.1
2000	31,449	-1.1

### Unit Information: 2000

Total Units.....	33,414
Owner Occupied.....	18,972
Median Value.....	\$83,600
Renter Occupied.....	12,477
Median Rent.....	\$520
Vacancy Rate.....	7.2%

### Units Authorized by Building Permits: 2003

Total Units.....	132
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Source: U.S. Bureau of the Census and SEWRPC.

## INCOME

### 2002 Per Capital Personal Income

Racine County.....	\$30,331
Southeastern Wisconsin Region.....	34,014
Wisconsin.....	30,050

Source: U.S. Bureau of Economic Analysis and SEWRPC.

## TAXES

### Local Property Taxes

- Assessment Ratio: 0.969398279 (2004)
- Net Rate/\$1,000: \$24.98 (2003)
- Aggregate Full Equalized Value: \$3,052,447,000 (2003)

Source: Wisconsin Department of Revenue and City of Racine.

## TRANSPORTATION

### Highways

- Interstate Highway 94/United States Highway 41 located eight miles west
- State Trunk Highways 11, 20, 31, 32, and 38

### Public Transit

- The City of Racine operates the Belle Urban System, which provides bus service on local routes in Racine and surrounding communities.
- Transit service for the elderly and persons with disabilities provided through a program administered by the Racine County Human Services Department
- Wisconsin Coach Lines, Inc. provides commuter bus service in the Milwaukee-Racine-Kenosha travel corridor

### Railway Service

- Rail passenger service provided by Amtrak at nearby Sturtevant station
- Union Pacific Railroad

### Water Transportation Facilities

- Port of Milwaukee located 30 miles north

### Trucking

- 86 trucking establishments located in Racine County

### Air Service

- John H. Batten Field
- Milwaukee's General Mitchell International Airport, located 24 miles north
- Chicago's O'Hare International Airport, located 60 miles south

## GOVERNMENT SERVICES

The City of Racine has a mayor/city council form of government.

### Police and Fire

Police Department: 205 sworn personnel and 62 civilian personnel

Fire Department: 168 full time personnel

### Other

The City provides standard services such as health services, stormwater drainage, street maintenance, snow removal, mercury and sodium vapor street lighting, a park system, recreational programs, and a parking system.

# LABOR AND WAGES

## RACINE COUNTY AVERAGE EMPLOYMENT: 2004

<u>Employment by Industry</u>	<u>Number of Persons Employed</u>	<u>Percent of Persons Employed</u>
Construction.....	3,915	5.2
Education and Health.....	14,752	19.4
Financial Activities.....	2,448	3.2
Information.....	Suppressed	Suppressed
Leisure and Hospitality.....	6,647	8.8
Manufacturing.....	19,013	25.1
Natural Resources.....	380	0.5
Other Services.....	2,385	3.1
Professional and Business Services.....	6,226	8.2
Public Administration.....	4,178	5.5
Trade, Transportation, and Utilities.....	15,259	20.2
Not Assigned.....	Suppressed	Suppressed
Total.....	75,879*	100.0*

\*The total does not equal the sum of the individual categories due to data suppression.

Note: Table revised July 2005.

Source: Wisconsin Department of Workforce Development, Office of Economic Advisors (Quarterly Census of Employment and Wages) and SEWRPC.

## MEDIAN HOURLY WAGES FOR SELECTED OCCUPATIONS: 2003

Wage and employment estimates categorized by occupation can be found by following the link for the OEA Wage Survey located below.

Racine County OEA Wage Survey  
[http://www.sewrpc.org/economicprofiles/racine\\_co](http://www.sewrpc.org/economicprofiles/racine_co)

## INDUSTRIAL SITES

### Industrial Parks (December 2004)

<u>Name</u>	<u>Total Acres</u>	<u>Available Acres</u>
Fred M. Young Industrial Park	49	0
Huck Industrial Park	47	0
Wright-Wieczorek Industrial Park	122	0
Stephen F. Olsen Industrial Park	112	3.3

Contact Person: For the first three sites:  
 Mr. Gordon Kacala, Executive Director  
 Racine County Economic Development Corporation  
 Telephone: (262) 898-7400

For the last site:  
 Mr. Joe Heck  
 City of Racine City Development Office  
 Telephone: (262) 636-9151

Source: Racine County Economic Development Corporation and SEWRPC.

## SOUTHEAST WISCONSIN PROJECTED EMPLOYMENT: 2002 – 2012\*

Employment projections categorized by occupational groups can be found by following the link of the employment projection report located below.

Southeast Wisconsin  
 OEA Employment Projection Report  
[http://www.sewrpc.org/economicprofiles/racine\\_co](http://www.sewrpc.org/economicprofiles/racine_co)

\*Southeast Wisconsin Includes: Kenosha, Racine, and Walworth Counties.

## CITY OF RACINE CIVILIAN LABOR FORCE: MARCH: 2004

Total Civilian Labor Force.....	38,108
Employed Civilian Labor Force.....	33,517
Unemployed Civilian Labor Force.....	4,591

## HEALTH

Racine County communities are served by a complete range of health facilities and health care professionals. Four hospitals provide expert care to county residents including: St. Luke's Hospital, and St. Mary's Medical Center, Racine, and Memorial Hospital, Burlington. Also, over 200 clinics provide a variety of health services for area communities.

## FINANCIAL

Associated Bank	(262) 632-8869
Bank of Elmwood	(262) 554-5321
Bank One-Racine	(262) 681-4265
Community State Bank	(262) 886-2600
Co-Operative Credit Union	(262) 639-7310
Educators Credit Union	(262) 886-5900
First Financial Bank	(262) 632-8869
U S Bank	(262) 637-4481
Guaranty Bank	(262) 554-6030
Horizon Credit Union	(262) 633-5302
Johnson Bank	(262) 639-6010
M&I Bank-Racine	(262) 638-6200
North Shore Bank	(262) 554-1232
TCF National Bank	(262) 681-8452
Wells Fargo Bank	(262) 637-4401

# MAJOR PRIVATE SECTOR EMPLOYERS

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## MANUFACTURING

### Machinery, Except Electrical

CNH Global N.V.

Merit Gear Corporation  
R & B Grinding Company, Inc.  
Racine Federated, Inc.  
Racine Industries, Inc.  
E.C. Styberg  
Engineering Company, Inc.  
Twin Disc, Inc.  
Versa Technologies, Inc.  
Von Schrader Company  
Wisconsin Pattern Company

### Printing and Publishing

Burlington Graphic Systems  
Color Arts, Inc.  
Lee Enterprises, Inc.  
Printing Developments, Inc.

### Rubber and Miscellaneous Plastic Products

American Roller Company  
Circon Surgitek  
Dynaseal Inc.  
General Converters & Assemblers  
Moxness Products, Inc.

### Primary Metal Industries

Lindberg Heat Treating Co.  
Harris Metals Division

### Paper and Allied Products

Great Northern Corporation

### Fabricated Metal Products

A & E Manufacturing Company  
Accu-Bend, Inc.  
Advance Mechanical Contractors, Inc.  
Kastar Inc., Division of A & E Manufacturing  
Modine Mfg. Company  
Pioneer Products, Inc.  
Racine Plating Company  
Thermal Transfer Products, Ltd.  
United Mechanical, Inc.

### Electrical and Electronics

AMETEK, Inc.  
API Gettys Corporation  
In Sink-Erator, Division of Emerson Electric Co.  
Lake Electric Motors, Inc.  
Motor Specialty, Inc.  
Multi Products Company, Inc.

### Instruments and Related Products

Johnson Controls, Inc.  
Professional Positioners Inc.

### Transportation Equipment

Young Radiator Company

### Chemicals and Allied Products

S.C. Johnson & Son, Inc.  
KAO, Inc.

## SERVICES

### Health

All Saints Healthcare System, Inc.  
INTERIM HealthCare  
Lincoln Lutheran of Racine  
Memorial Hospital Corporation  
Racine Medical Clinic  
Racine Community Care Cntr.  
St. Mary's Medical Center  
St. Luke's Memorial Hosp., Inc.

### Business

The Connolly Group, Inc.  
Kelly Services, Inc.  
Manpower International, Inc.  
Olsten Staffing Services  
QPS Staffing Services, Inc.  
Warren Industries, Inc.

Source: *Classified Directory of Wisconsin Manufacturers, Wisconsin Business Service Directory, City of Racine, and SEWRPC.*

# EDUCATION

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The City of Racine is served by the Racine Unified School District.

### Public High School Graduates: 2003

Total Graduates.....	1,191
Average Graduation Rate.....	75.7%

### Standardized Test Results: 2004

Based upon the mean scores reported in the nation, Wisconsin students scored the highest in the nation on the American College Test (ACT).

### 2003 Average ACT Scores

Racine Unified School District.....	21.9
Racine County.....	21.8
Wisconsin.....	22.1
United States.....	20.8

Source: *Wisconsin Department of Public Instruction and SEWRPC.*

### Libraries: City of Racine Public Library

The following post-secondary educational facilities are located within, or in close proximity to, Racine County:

### Colleges and Universities

Alverno College, Milwaukee  
Cardinal Stritch College, Glendale  
Carroll College, Waukesha  
Carthage College, Kenosha  
Columbia College of Nursing, Milwaukee  
Concordia University, Mequon  
Marquette University, Milwaukee  
Medical College of Wisconsin, Wauwatosa  
Milwaukee Institute of Art and Design, Milwaukee  
Milwaukee School of Engineering, Milwaukee  
Mount Mary College, Milwaukee  
University of Wisconsin-Milwaukee, Milwaukee  
University of Wisconsin-Parkside, Kenosha County  
Wisconsin Lutheran College, Wauwatosa

### Technical and Vocational Schools

Gateway Technical College, City of Racine campus

# MEDIA

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### Local Newspapers

- The Racine Journal-Times, Daily

## UTILITIES

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### Electric Power

- We Energies  
Service Information: 1-800-242-9137

### Telephone

- Ameritech, Inc.  
Business Service Information:  
In State: 1-800-660-3000  
Out of State: 1-800-447-7738

### Natural Gas

- We Energies  
Service Information: 1-800-242-9137  
Gas Emergency: 1-800-236-9874

### Solid Waste

- The City of Racine provides refuse collection for residential uses of up to four units and for on-street commercial uses. Other commercial and industrial users contract with private collectors for their services.

### Water

- The City of Racine Water Department:  
Water and Wastewater Utility Office  
Pumping Capacity:  
68 million gallons/day  
Average Daily Consumption:  
21 million gallons/day  
Rate Information: (262) 636-9181

### Sanitary Sewerage

- The City of Racine Sewage Treatment Plant  
Water and Wastewater Utility Office  
Average Annual Hydraulic Loading:  
28 million gallons per day  
Average Hydraulic Design Capacity:  
30 million gallons per day  
Rate Information: (262) 636-9181

## LOCAL CONTACTS

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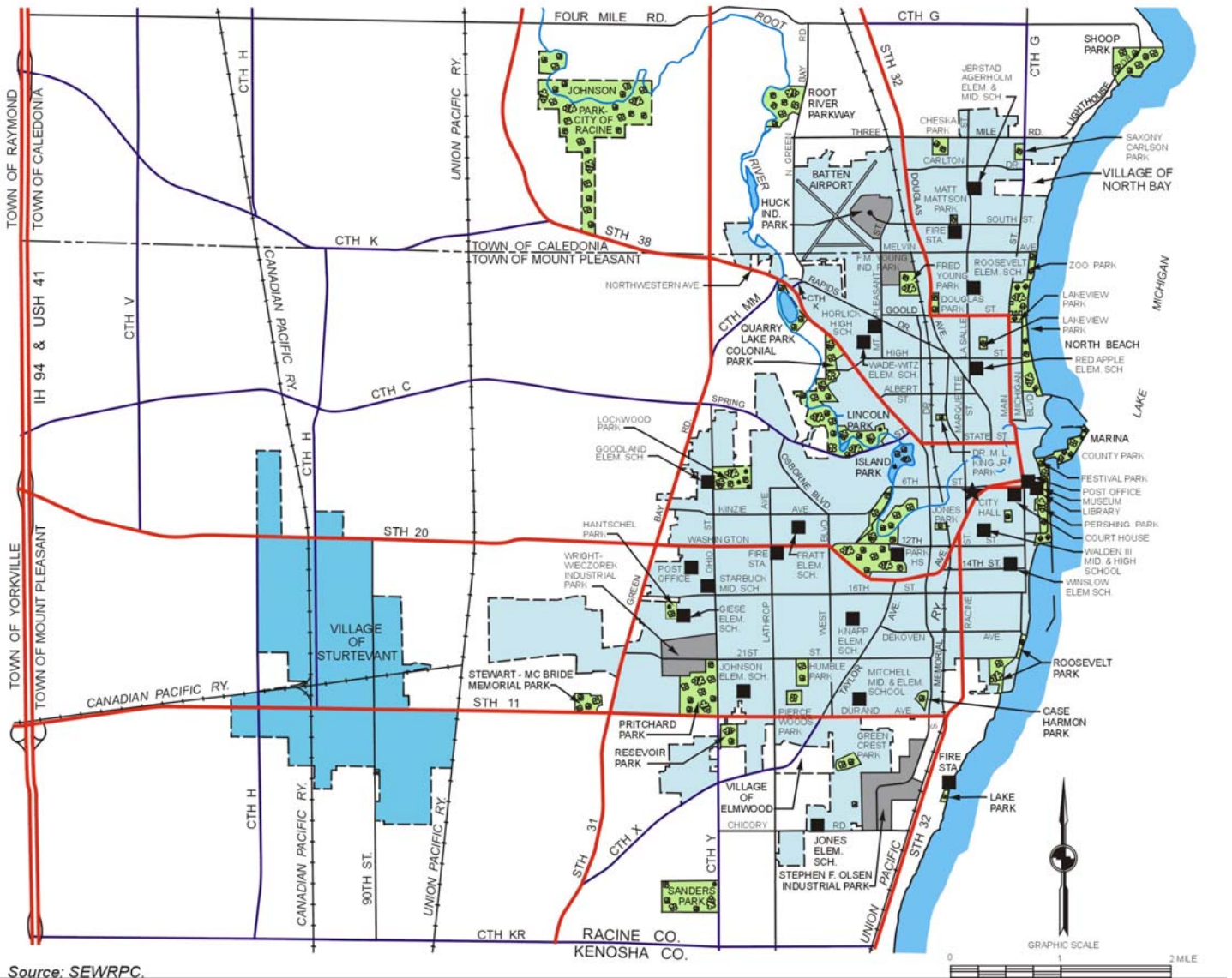
For industrial, commercial, or business information about the City of Racine, contact:

- Director of City Development  
City of Racine  
730 Washington Avenue  
Racine, Wisconsin 53406  
Telephone: (262) 636-9151  
Facsimile: (262) 636-9329
- Executive Director  
Racine County Economic Development Corporation  
2320 Renaissance Boulevard  
Sturtevant, WI 53177  
Telephone: (262) 898-7400  
Facsimile: (262) 898-7401
- Planning and Development Director  
Racine County Planning and Development  
Department  
14200 Washington Avenue  
Sturtevant, Wisconsin 53177  
Telephone: (262) 886-8470  
Facsimile: (262) 886-8488
- Racine Area Manufacturers & Commerce  
300 5th Street  
Racine, Wisconsin 53403  
Telephone: (262) 634-1931
- Community Development Manager  
We Energies  
231 W. Michigan Street  
Milwaukee, WI 53203  
Telephone: (414) 221-3018  
Facsimile: (414) 221-3853
- Southeastern Wisconsin Regional Planning  
Commission  
P.O. Box 1607  
Waukesha, Wisconsin 53187-1607  
Telephone: (262) 547-6721  
Facsimile: (262) 547-1103



This profile is one in a series of regional, county, and community profiles prepared by the Southeastern Wisconsin Regional Planning Commission in cooperation with the Regional Economic Partnership as a community service.

# City of Racine



Source: SEWRPC.



City of Racine

Legislative File Number Res.06-6995 (version A)

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## UPTOWN CORRIDOR DISTRICT DESIGN GUIDELINES

WHEREAS, the City has established the Uptown Improvement Plan; and

WHEREAS, the Plan Commission has approved the Uptown Corridor District Design Guidelines.

NOW, THEREFORE, BE IT RESOLVED, that the Common Council of the City of Racine hereby adopts the Uptown Corridor District Design Guidelines as follows:

With the goals of enhancing Uptown's attraction to residents, tourists and visitors, improving the visual and aesthetic character, providing a tool to local property owners to restore their buildings properly, safeguard historic and cultural heritage, and stabilize and improve property values, the Uptown Corridor District Design Guidelines are established under the authority Wis. Stat. §§ 62.23 and 66.1001, and by the City of Racine Common Council through adoption on May 3, 2005 of An Ordinance To Amend The City's Comprehensive Plan And Adopt The Uptown Improvement Plan.

Two distinct areas are discernible in the Uptown Corridor District (the "District"). One area is referred to as the "Junction" and extends along Washington Avenue from S. Memorial Drive to Thirteenth Street. The Junction contains a development pattern that is pedestrian orientated and contains significant historic architectural fabric that warrants restoration and preservation of its distinct character. The remaining areas, referred to as "Transitional Areas", extend out from the Junction to Phillips Avenue/Valley Drive to the west, and to Tenth Street to the northeast. These areas contain a more eclectic collection of development periods, land uses and architectural styles which require particular diligence in ensuring that each property is developed, maintained, remodeled, or restored in a manner that is sensitive to its surroundings and does not detract the overall character of the District. The applicable design guidelines for both areas of the District are established through the preceding text.

### **I. BUILDING FORM:**

#### **A. Character:**

1. With an eye towards varied architectural styles through scale, setback, height and material use, the goal is to create a richness and depth in character that appeals not only to the senses but also to the viability of future building development.

#### **B. Building Height:**

1. For new construction and additions, the height of adjacent existing buildings should be used as a guide.
2. One-story buildings shall appear two-stories in height from the street level. Two stories is the maximum street facade height.
3. Buildings taller than two stories shall have all floors above the second level set back a minimum of 25 feet from the street facade.

#### **C. Roofs:**

1. The rooflines of adjacent buildings shall be taken into consideration when selecting a roof style.
2. Alterations shall not compromise or conceal evident historic roofing forms or details.
3. Cornice details along the parapets shall be determined by the precedents of the architectural style of the building.
4. In the Junction, flat or slightly sloping roofs shall be utilized and concealed with parapets having cornices, each displaying varying degrees of appropriate decorative detail and ornamentation.
5. In the Transitional Areas, where appropriate and in context with adjacent development, flat or slightly sloping roofs having appropriate parapets, or end gabled roofs may be utilized.

D. Scale:

1. Multi-story buildings in long rows shall be avoided by the utilization of awnings, dormers, landscaping, windows and doors, utilized with the intent of breaking up the building facades into smaller parts.

E. Tripartite Composition:

1. The three facade sections of base, middle and top shall be differentiated by materials, colors and window size.
  - a. The base section shall contain the largest window openings or decorative brick work or spandrel glass that gives the appearance of window openings or recesses.
  - b. The middle section shall have similar treatment as the base but such details are typically smaller than those at the base and are visually broken down further with muntins/mullions.
  - c. The top section shall contain decorative features in parapet and cornice, or gable end.

F. Windows:

1. All windows shall be sized, aligned, and spaced according to the precedents of the architectural style of the building.
2. New construction shall express the window articulation evident on adjacent historic buildings. Second floor windows shall be divided into two units.
3. In the Junction, at least 75% of the base of the building shall be comprised of storefront windows for new, remodeled or restored storefronts.
4. In the Transitional Areas, new, remodeled, or restored storefronts should also meet this standard but in no case shall storefront windows in comprise less than 40% of the base of the buildings storefront.

**II. STOREFRONT GUIDELINES:**

A. General:

1. New, remodeled or restored storefronts should evoke the use of the building, and may implement modern materials, while acknowledging the historic precedents evident in the community.
2. New construction between two buildings with storefronts and party wall construction shall complement features evident on adjacent buildings.
3. Closing off or decreasing existing window openings in size is strongly discouraged, while the reopening of blocked windows to their original dimensions is highly encouraged.
4. Re-facing a storefront to “update” it in a manner that is detrimental to the historical

context of the building's original design or architectural details, or that of adjacent properties, is not permitted.

5. Exterior security gates shall not be permitted.

**B. Storefront Characteristics:**

1. Storefronts should include a lower window panel or bulkhead, clear glass display windows, pilasters or columns, a recessed stoop or entry with clear glass entry doors, transom with windows or prism glass, an awning or canopy, and a sign board or panel.

**C. Guidance on Recreating Storefronts:**

1. Search for historic photographs of the building to determine original architectural elements.
2. Look to other buildings constructed during the same period for clues on composition and design of architectural details.
3. Take cues from intact details on the building that may have been repeated on the storefront.
4. Conduct investigative demolition in an effort to reveal historic details or markings often left behind or hidden by more modern materials.

**III. NEW CONSTRUCTION:**

**A. Main Principles:**

1. Complement and/or contribute to the setting, not detract or unsettle it.
2. Add to the rich depth of the extant architectural fabric and not replace it.

**B. General Guidelines:**

1. The predominant historic setback of adjacent buildings shall be observed and maintained.
2. Stylistic and decorative elements shall fit the surroundings but not create a false sense of history.
3. Designs shall strike a balance between historically accurate proportions and new materials.
4. The building should look new while remaining sympathetic to area scale and materials.

**C. Adjacent Buildings:**

1. Streetscape continuity and design elements in adjacent buildings, such as height, materials, setback, character and roofline edge, shall be considered in the design of infill building.

**D. Demolition:**

1. All efforts shall be made to retain all extant buildings that contribute to the character and history of the District, with special emphasis on structures predating 1960, as these buildings already meet the goals critical to the Guideline's success.

**E. Materials:**

1. Brick is the predominant building material throughout the District. New buildings should be designed with the consideration of the use of brick as the prevailing exterior material.
2. Modern materials may be introduced; however, sizing, color, texture and transitions shall be implemented in a manner that complements such features on adjacent historic buildings.

**F. Scale and Roofline Articulation:**

1. Facade lengths greater than those of adjacent buildings shall result in a building scale and/or articulation that "fits in" with neighboring buildings yet allows a continuous

- floor plate.
2. Where appropriate, roofline shall be stepped to mimic adjacent building roofline rhythms.

#### **IV. ADDITIONS:**

##### **A. Main Principles:**

1. Additions shall be evident as such and not create a false sense of history, while still maintaining the overall visual appearance of continuity.

##### **B. General Addition Guidelines:**

1. Additions shall complement the existing structure in material use, architectural details, and color. Rhythmic elements such as window openings, spandrel lines and pilasters shall be carried over into the addition.
2. Building proportions, scale and setbacks shall be maintained. On buildings with ample side yards, it may be advisable to step the addition from the facade, resulting in a defined building transition.

##### **C. Facade:**

1. Setbacks should match the most evident setbacks of adjacent buildings. Intrusions into the public right-of-way are not permitted, except by special agreement with the City.

##### **D. Rear:**

1. Rear elevation additions may be taller than the existing structure if they are not viewable by the pedestrian from the street.
2. Fire escapes and loading docks shall not detract from the overall aesthetics of the building. No prominent extant elements may be removed to accommodate such modifications.
3. Rear elevations facing a street or area highly visible to the public, such as parking areas, shall be treated as a primary facade and include additions such as patios, decks and fire escapes.

##### **E. Rooftop:**

1. Rooftop additions should not be visible from the street.
2. Finish materials shall blend completely with their surroundings, yet be evident as an addition.
3. Dormers shall have a minimal impact on the visual appearance of the building from the street.

##### **F. Sideyard:**

1. Additions to existing buildings located on commercial streets having uniform setback and either party walls or close adjacent construction shall be designed in keeping with the following existing elements: detail, height, massing, materials, and setback.
2. Additions to free standing buildings with open land on all sides shall be composed of smaller massing and height than the existing building, utilize materials similar to that of the existing building, employ details consistent with the existing building yet not be an exact copy, and be set back from the facade of the existing building.

#### **V. MECHANICAL EQUIPMENT, UTILITIES & TRASH RECEPTACLES:**

##### **A. Main Principles:**

1. Mechanical equipment, conduits, raceways, cables, duct work, receiver/transmitter installations and trash receptacles shall be located so as to minimize their visual or physical impact on a structure or site.

2. No key architectural elements or details should be removed, obstructed or destroyed in their placement.

B. Placement:

1. Mechanical equipment and duct work on roofs shall not be visible from streets.
2. Utility meters, conduits, raceways and exhaust vents shall be located on the side or rear of the building whenever possible.
3. Trash collection areas and receptacles shall be located to the side or rear of the building and be properly screened.
4. Satellite dishes or other receiver/transmitter installations, mechanical systems, and utility boxes and pedestals shall not be obtrusive to the view of the building from the street. Such equipment shall not be mounted on the street facade of a building.
5. Equipment facing the rear parking areas or prominent public spaces shall be obscured in a manner compatible with the building's facade.

C. Screening:

1. Screening may be in the form of fencing, walls, or landscape plantings consisting of materials, plantings, and colors similar in nature to the building.
2. Rooftop equipment screening may simply be the placement of equipment so as not to be visible from across the street at pedestrian level. If placement alone does not provide adequate screening, then an appropriately designed parapet wall or an equipment enclosure shall be added.

**VI. MATERIAL CONSIDERATIONS:**

A. Main Principles:

1. Visually heavier, larger sized units such as cast stone concrete panels are appropriate to use at the building's base to provide a visual grounding.
2. Lighter, thinner materials are more appropriate as trim in the case of materials such as wood, aluminum or copper, or upper floor facade claddings such as Exterior Insulated Finish System ("EIFS") or stucco.

B. Acceptable Materials (Roof Coverings):

1. Flat roofs being built-up, rubber membrane, or fiber glass membrane, and having a low pitch, or those concealed by a parapet.
2. Pitched roofs sheathed with asphalt shingles, clay tile, cement tile, slate, standing seam metal, or sheet metal shingles. Use of these roofing materials on vertical surfaces is not permitted.

C. Acceptable Materials:

1. Aluminum or vinyl siding, but only on non-primary facades not visible from the street.
2. Brick and oversized or large brick as either an accent or predominant material. The use of brick for decorative banding and color or texture transitions is encouraged.
3. Clapboard siding, which shall not be replaced with a different material such as vinyl siding. The general use of clapboard siding is encouraged, but lap heights should be limited to a range from 3" to 6".
4. Concrete masonry units ("CMUs"), limited to 20% of the overall surface of primary surfaces. Smooth CMUs are prohibited.
5. EIFS, stucco and Dryvit used no lower than 8" above the curb line, but shall not be used to cover trim, molding or decorative detail.
6. Half-timbering, simulated or structural, in-filled with either brick or stucco.
7. Metals for structural applications such as steel or cast iron, and those metals which are unfinished, exposed, anodized, oxidized or powder coated. Galvanized

- metal may be used for canopies.
8. Ornamental metals such as copper, galvanized steel, and aluminum used for railings, trim, grills, panels, flashing, etc.
  9. Pre-cast concrete and cast stone, on a case by case basis, consistent with the principles of the Guidelines.
  10. Skylights, placed so as not to be visible from the street and in an appropriate location after consideration of the building's architectural style and time period.
  11. Stone, in all its varieties and appropriately employed, is encouraged as an exterior surface.
  12. Stucco with smooth, textured or scored finishes used no lower than 8" above the curb line, excluding "cake-icing" finishes.
  13. Wood shingle siding, which shall be replaced in-kind and can also be used as an accent in dormers and gables, and as a wall finish.
  14. Terrazzo surfaces for entryways and stoops are encouraged.
  15. Terra cotta for trim and ornamental work and, where existing, shall be maintained to the extent possible.

## **VII. ARCHITECTURAL ENHANCEMENTS**

### **A. Main Principles:**

1. Used to provide additional visual interest, or to accent the overall architectural design of a building or site.
2. Shall be appropriate to the period and character of the building or site.
3. Existing key architectural elements or details should not be removed, obstructed or destroyed.
4. Enhancements can be functional or decorative.

### **B. Windows and Window Openings:**

1. Window replacement shall be consistent with the most prominent and historically accurate architectural style of the building.
2. Existing historically accurate windows shall be maintained or repaired in their current form, or a historically accurate replacement shall be installed.
3. Double-hung windows on the upper floors are the minimum standard where historically and architecturally appropriate. Such windows shall have a fixed or movable top sash.
4. Filling a window opening, or any portion thereof, on a primary building facade is not permitted.
5. Replacement windows, when permissible, shall duplicate the sash, frame width, configuration, and muntin (mullion) divisions of original windows and materials.
6. Existing prism glass should be retained wherever possible.

### **C. Door and Door Openings:**

1. Aluminum and vinyl replacement doors may not be acceptable alternatives to wood or metal.
2. Closing off an existing door opening on a facade is not permitted.
3. Glass inserts or transoms are acceptable.
4. Main entries shall be visible from the street or face the street. Main entry doors and frames shall be prominently articulated features on the facade. Secondary entrances may be located towards a rear or side yard parking lot.

### **D. Awnings:**

1. Retractable awnings are encouraged, but fixed awnings are permitted.
2. Awnings shall be made of cloth or soft vinyl and awning material shall not be

placed over a structural frame resulting in a “hard” appearance. Awning colors shall complement the building.

3. Text on awnings is permitted in compliance with the zoning code.

E. Bays:

1. The use of bays to articulate building elevations is encouraged. Existing bays shall be maintained whenever possible.

F. Canopies:

1. Canopies shall be constructed of permanent materials and shall include details that are reminiscent of the predominant building details.

G. Color Palate:

1. Exterior color schemes shall be selected by the project applicant from the 1,082 tones found in the approved Sherwin Williams “COLOR” palate, or its industry equivalent. The approved palate may be reviewed at the office of the Department of City Development (the “Department”). Approved paint treatments from the Sherwin Williams “COLOR” palate are as follows:
  - a. Body, trim, window, door and accent colors shall be selected from the 280 tones described as “Fundamentally Neutral” and the 560 tones described as “Color Options”, or their industry equivalent.
  - b. Trim and accent colors only may also be selected from the 94 tones described as “Essentials” and 148 tones described as “Energetic Brights”, or their industry equivalent.

H. Color Selection Guidance:

1. In all cases, paint shall be applied in a professional, complete and workmanlike manner.
2. Paint colors shall be viewed as a reversible finish. Building owners are encouraged to select colors appropriate to the style and period of the building construction. Monotonous color schemes, lacking in contrast, are discouraged and transitions of color are encouraged.
3. Related color schemes such as monochromatic (different values of a single color), neutral (gray, taupe, tan or gray-beige), or analogous (colors close to one another on the color wheel such as blue and blue-violet) are appropriate.
4. Contrasting color schemes such as opposites (colors opposite each other on the color wheel), split complement palettes (colors adjacent to true colors such a yellow and yellow-orange), or triad palettes (three colors spaced in fairly equal increments on the color wheel) are appropriate.

I. Fencing:

1. Chain link fences shall be permitted only in rear yard areas not visible from the street.

J. Glazing (Glass):

1. Historic glass shall remain intact wherever possible.
2. Highly reflective glazing types shall not be permitted.
3. Tinted glazing types are acceptable if found to be a material originally used in the specific building or characteristic of its architectural style.

K. Landscape Features:

1. Live groundcover is recommended and may include parking lot buffers.
2. Vines along blank walls or fenced areas are encouraged.
3. Permanent or portable plantings may be used to define side entrances of buildings.
4. While shrubs may be used to screen refuse containers, shrubs along the

sidewalk should not exceed 42" in height.

5. Landscape features shall not obstruct vision triangles.

L. Lighting:

1. Canopy and accent lighting located on street-facing or primary facades shall at a minimum consist of fixtures located above entrances.
2. Accent lighting to highlight features, forms, and landscaping is encouraged.
3. Floodlights shall be limited to 150-watt maximum and shall not be directed towards side yards or the street.

M. Sidewalk Cafes:

1. Sidewalk cafes are encouraged subject to applicable ordinances, standards and permits.

**VIII. SIGNS:**

A. Main Principles:

1. Signs shall comply with the Zoning Code and be of a design that is consistent with the architectural character of the building.
2. Proposed permanent signage shall be submitted to the Access Corridor Development Review Committee for prior review and approval.
3. Wall mounted, ground exterior or roofline lighting is an acceptable means to accent signage or architectural detail.
4. Flashing, scrolling, moving or backlit signs shall not be permitted.
5. Signs shall not be internally illuminated unless such a sign is historically accurate to the style of the building.
6. External illumination sources shall be shielded from view.
7. Support structures shall also be considered as part of the overall design of the sign.
8. Signs shall be constructed and installed in a professional, complete and workmanlike manner.

B. Sign Content:

1. To avoid visual clutter and enhance sign readability, signs shall include only the name and/or nature of the business, and the address.
2. Individual tenants of a professional office building may be listed.
3. Advertising an individual brand name shall not be permitted, unless it is also the name of the dominant or host establishment.

C. Window signage:

1. Window signage shall not exceed 20% of the display space, shall be directly applied to the glass, and signage for a site shall be uniform in appearance.
2. Handwritten or grease marker signs are discouraged.

D. Projecting Signs:

1. Projecting signs are encouraged in accordance with the standards contained herein.

E. Billboards (advertising signs):

1. Billboards shall be wall mounted, have a sign area not exceeding 8' feet high by 10' wide, and shall be bordered by a frame of painted wood or powder coated metal.
2. Lighting shall consist of decorative exterior, gooseneck, cut-off, wall wash fixtures. Painted or decal wall mural type signage is prohibited.

FISCAL NOTE: N/A



## Redevelopment Authority of the City of Racine Proposal Summary and Public Disclosure Statement

This form must be completed by parties buying property from the Redevelopment Authority of the City of Racine. Attach additional information as needed or as required by the RFP. *If you attach confidential material, clearly identify if the attachments are proprietary.*

**PROPERTY:** 1418 Washington Avenue

**OFFER INFORMATION:**

Offer Price: \$1.00 plus commitment to renovate.  
 Estimated cost of renovation: \$ \_\_\_\_\_  
 Contingencies: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Is the offer being submitted by a licensed broker?  Yes  No  
 Broker Name/Phone: \_\_\_\_\_  
 Firm/Address: \_\_\_\_\_

The property is not listed by a broker. No broker fees will be paid by the Redevelopment Authority of the City of Racine. Buyer will be solely responsible for any brokerage fees.

**BUYER IDENTIFICATION**

Legal Name: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 Primary Contact/Phone: \_\_\_\_\_  
 Email/Fax: \_\_\_\_\_  
 Buyer Attorney: \_\_\_\_\_

Legal Entity (Circle one)      Individual(s)    Corporation    LLC    Partnership  
 Other: \_\_\_\_\_

If not a Wisconsin corporation/partnership, state where organized: \_\_\_\_\_

Will a new entity be created for ownership? Yes\_\_\_ No\_\_\_

Principals of existing or proposed corporation/partnership and extent of ownership.

Name	Address	Title	% Interest

**PROJECT DESCRIPTION**

Attach a description of the project and proposed use of the property. Provide the information required by the PROPOSAL PROCESS section of the RFP.

Owner occupied business or residence? Yes\_\_\_ No\_\_\_

For income property, estimated rental or rental range: \_\_\_\_\_

Will a zoning change be requested? \_\_\_\_\_

Identify other approvals, permits or licenses anticipated: \_\_\_\_\_

Discuss neighborhood impact/support: \_\_\_\_\_

Discuss any proposed use of "green" technology/sustainable practices: \_\_\_\_\_

*Property must be fully taxable for property tax purpose.*

**DEVELOPMENT TEAM**

Developer: \_\_\_\_\_

Community Partners: \_\_\_\_\_

Architect: \_\_\_\_\_

Surveyor: \_\_\_\_\_

Contractor: \_\_\_\_\_

Sales Agent/Property Manager: \_\_\_\_\_

Other Members: \_\_\_\_\_

Describe Team Expertise and Experience: \_\_\_\_\_

Other Team Projects: \_\_\_\_\_

**PROJECT BUDGET & FINANCING STRATEGY**

Budget Summary

Property Acquisition (public and private)	\$
Environmental testing/remediation (buyer's share)	\$
Demolition (if applicable)	\$
Hard Construction/Rehabilitation Costs	\$
Soft costs – architectural fees, permits, misc. charges, overhead, profit	\$
Financing Fees	\$
<b>Total Cost</b>	<b>\$</b>

Budget Source (circle):      Developer      Architect      Contractor      Other: \_\_\_\_\_  
Attach detailed summary or pro-forma income analysis as necessary.

Financing:

Percentage of purchase that will be cash \_\_\_\_\_%, percentage financed \_\_\_\_\_%.

Percentage of construction that will be cash \_\_\_\_\_%, percentage financed \_\_\_\_\_%.

Lender: \_\_\_\_\_

Pre-approved? Yes\_\_\_ No\_\_\_ Loan Amount: \$ \_\_\_\_\_

(Attach pre-approval or letter of interest; May be asked to provide evidence of equity)

Grants involved? Yes\_\_\_ No\_\_\_

Sources: \_\_\_\_\_

Application Status: \_\_\_\_\_

Likelihood of Award: \_\_\_\_\_

Other Funding: \_\_\_\_\_

**JOB CREATION**

Current Employment (if applicable)	Full Time	Part Time
Number of jobs to be created	Full Time	Part Time
Number of jobs to be retained	Full Time	Part Time

Types of jobs: \_\_\_\_\_

Expected average wage: \_\_\_\_\_

Benefits? Yes\_\_\_ No\_\_\_ If yes, please specify: \_\_\_\_\_

Describe your strategy for giving City of Racine residents preference for open jobs:

\_\_\_\_\_  
\_\_\_\_\_

**ESTIMATED SCHEDULE**

All needed City Approvals Complete ..... \_\_\_\_\_

Final Plan/Specification Preparation ..... \_\_\_\_\_

Bidding and Contracting ..... \_\_\_\_\_

Firm Financing Approval ..... \_\_\_\_\_

Construction/Rehabilitation Complete..... \_\_\_\_\_

Landscaping/Site Work ..... \_\_\_\_\_

Occupancy..... \_\_\_\_\_

**CONFLICT OF INTEREST DISCLOSURE**

Buyer covenants that no member of the Redevelopment Authority of the City of Racine, the Racine Common Council, nor any officers or employees of the City of Racine, has an interest in the Buyer of the intended redevelopment except as follows: \_\_\_\_\_

Is the Buyer a City of Racine employee, council or committee member? Yes\_\_\_ No\_\_\_  
If yes, identify the department, board, and position. \_\_\_\_\_

Properties are sold on an “as is, where is basis.” The City discloses that vacant lots may contain old foundation and debris or other subsoil problems. Building may contain asbestos and lead based paint that buyer is responsible for. Prior to any residential rehabilitation, Buyer shall obtain a lead risk assessment and address all lead based paint hazards in a lead-safe manner as part of the rehab.

All properties must be fully taxable for property tax purposes. The deed shall contain a restriction prohibiting future application to the City for exempt status.

**BUYER CERTIFICATION & ACKNOWLEDGEMENT**

We certify that all statements in this application are true and correct and we understand the Redevelopment Authority of the City of Racine policies.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date