

PROJECT PLAN
for
TAX INCREMENTAL DISTRICT NUMBER 11
CITY OF RACINE
(Washington Ave. - West Blvd. Commercial Area)

City Plan Commission
of the
City of Racine
Wisconsin

Prepared by
Department of City Development

in conformance with the provisions
of Section 66.1105, Wisconsin Statutes,
as amended.

APPROVALS:

City Plan Commission	November 24, 2004
Common Council, City of Racine	December 21, 2004
Standing Joint Review Board	January 11, 2005

T

ABLE OF CONTENTS

I.	DESCRIPTION OF PROJECT	3
A.	Introduction	3
B.	District Boundaries	3 -4
II.	PLAN PROPOSALS	4
A.	Statutory Requirements	4
B.	Compliance with Statutory Requirements	5
1.	Statement listing the kind, number and location of all proposed public works or improvements.	5-6
2.	Detailed list of estimated project costs	7
3.	Description of timing and methods of financing	8
4.	Economic feasibility study	9
5.	Map showing existing uses and conditions	10
6.	Map showing proposed improvements and uses	10
7.	Proposed change of zoning ordinance, master plan, building codes and City ordinances	10
8.	Proposed method for relocation	10
9.	Statement indicating how district creation promotes orderly City development	10

1. DESCRIPTION OF PROJECT

I NTRODUCTION

Wisconsin state law allows cities and villages to create Tax Increment Districts (TIDs) to provide financial assistance for new development and redevelopment. In TIDs the expense of public improvements and other redevelopment activities that are essential for the new development may be paid with the property taxes resulting from the new development.

Over the years, Racine has created a number of TIDs to provide improvements such as roadways, sewer and water lines, parking structures, public amenities, etc., which have resulted in new development. The City of Racine now proposes to use the Tax Increment Law to provide financing for the implementation of the Redevelopment Plan for the Washington Avenue - West Boulevard Commercial Area, which calls for the redevelopment of several blighted properties to provide an expanded market base for the commercial district. A copy of the Redevelopment Plan is attached as Exhibit A to this Project Plan.

Section 66.1105(4)(d), Wisconsin Statutes, requires the “preparation and adoption by the planning commission of a proposed project plan for each tax incremental district.” This Project Plan is submitted in fulfillment of this requirement and the related provisions of Section 66.1105, Wisconsin Statutes.

D ISTRICT BOUNDARIES

Tax Incremental Number 11 (TID-11) is composed of fifteen (15) parcels that are located on both the north and south side of Washington Avenue, largely bounded by West Boulevard, Grove Avenue and Lindermann Avenue. The District is shown on Map 1 titled “Project Area Boundary” in Appendix A and described more precisely as follows:

Begin at a point which is the intersection of the South line of Lindermann Avenue and the West line of West Boulevard; thence run Southerly along the West line of West Boulevard to a point which is 290 feet North of the North line of Thirteenth Street; thence run Westerly 126 feet to the West line of an alley which lies West of West Boulevard; thence run Northerly 30 feet to a point which is 320 feet North of the North line of Thirteenth Street; thence run Westerly 116

feet to the West line of Grove Avenue; thence run Northerly along said line to the South line of Lindermann Avenue; thence run Easterly to the point of beginning of this description. Said parcels being located in Section 18, Township 3 North, Range 23 East, Said land being in the City of Racine, Racine County, Wisconsin. [From section A.1, "Boundary Description Narrative" in Appendix A.]

A complete list of the properties in the District is provided in the table titled Exhibit 1, "Property Characteristics".

Furthermore, the District is being created upon a finding that at least 50% of the properties in the district are blighted or in need of rehabilitation, thereby complying with the statutory criteria for Tax Increment Districts.

The District contains property totaling 4.2 acres, more or less. Many of the buildings in the District are old and deteriorating. The general condition of the District reflects poorly on the attractiveness of the surrounding properties as a place to do business. The combination of the deterioration of buildings and site improvements substantially impairs the sound growth of the City, constituting an economic and social liability and serves as a menace to the public health, safety and welfare in its present use and condition.

2. PLAN PROPOSALS

STATUTORY REQUIREMENTS

Section 66.1105(4)(f), Wisconsin Statutes, requires that a Project Plan for a Tax Incremental District as adopted by a planning commission and submitted to the local legislative body shall include the following:

"...a statement listing the kind, number and location of all proposed public works or improvements within the district or, to the extent provided in subsection (2)(f)1.k., outside the district, an economic feasibility study, a detailed list of estimated project costs and a description of the methods of financing all estimated project costs and the time when the costs or monetary obligations related thereto are to be incurred. The plan shall also include a map showing existing uses and conditions of real property in the district; a map showing proposed improvements and uses in the district; proposed changes of zoning ordinances, master plan, if any; map, building codes and city ordinances; a list of estimated non-project costs; and a statement of a proposed method of relocation of any persons to be displaced. The plan shall indicate how creation of the tax incremental district promotes the order development of the city."

The plan shall also include an opinion of the City Attorney or of any attorney retained by the City advising whether such plan is complete and complies with Section 66.1105(4)(f), Wisconsin Statutes.

COMPLIANCE WITH STATUTORY REQUIREMENTS

The following statements, maps and exhibits are provided in compliance with the statutory requirements.

A. Statement Listing The Kind, Number And Location Of All Proposed Public Works Or Improvements.

1. The plan includes the public works and improvements described in general below. The specific kind, number and locations of public works and other improvements will be based on detailed final plans, specifications and estimates as approved by the City's Department of City Development for project and site development.
2. The number and location of proposed public works and improvements are shown on Map No. 1, titled "Proposed Improvements" and are listed below:
 - a. Property Acquisition. Project will include the acquisition of 6 commercial properties, the demolition of 5 commercial structures and a private parking lot, and preparation of the properties for redevelopment as a mixed use development. The redevelopment concept assumes the sale of construction-ready site(s) to developers that will erect their own buildings.
 - b. Relocation Costs. In the event that any property is acquired for the project, expenses including the cost of a relocation plan, staff, publications, appraisals, land and property costs and relocation benefits as required by Wisconsin Statute 66.1333 and section 32.05, Wisconsin Statutes.
 - c. Utility Construction. This project will include the replacement or renovation of deteriorated utility services within the alleyway that may include, but not limited to abandonment and replacement of sanitary sewer and water, storm sewer, curb, gutter and sidewalks.

d. Landscape and Hardscape. Additionally, the project may also include the installation landscape and hardscape improvements such as lighting, trash receptacles and benches.

e. Incidental modifications to Grove Avenue and West Boulevard to provide driveway access and other related public improvements to the site.

f. Environmental audits and remediation. In order to insure that properties are suitable for development, the RDA may require environmental audits and remediation.

g. Administrative Costs. These include but are not limited to a portion of the salaries of the Department of City Development and others involved with the projects throughout the project plan implementation. Audit expenses and any expenses associated with dissolving the TID are also considered eligible costs.

h. Organizational Costs. These costs include but are not limited to fees of the financial consultant, attorney, engineers, surveyors, and other contracted services.

i. Finance Costs. Interest, financing fees and other financing fees are included as project costs.

With all projects, the costs of engineering, design, survey, inspection, materials, construction, restoring property to its original condition, apparatus necessary for the public works, legal and other consultant fees, capitalized interest, environmental studies, permits, professional service costs, including but not limited to architectural, planning, engineering and legal advice and services, payments made, in the discretion of the RDA, which are found to be necessary or convenient to the creation of the District of the implementation of the project plan, judgment or claims for damages and other expenses are included as project costs.

B. Detailed List of Estimated Project Costs

Table 1, as shown below, provides a detailed list of the estimated project costs. The following costs are estimated and may vary from final costs in the course of concept refinement, detailed engineering and technical analysis. The City of Racine reserves the option of accomplishing work through its own forces, contractors or through agreement with the Redevelopment Authority of the City of Racine.

Table 1 *
List of estimated project costs

a.	Property acquisition, tenant relocation, demolition and site grading	1,066,750
b.	Public improvement expenses (utilities, streetscape)	50,000
c.	Planning, engineering, environmental, appraisal, financial and other consulting	25,000
d.	Other: Administration, professional and organizational	50,000
e.	Improvements to north side of Washington Ave.	50,000
f.	Debt issuance expense	33,000
g.	Total excluding financing	1,274,750
h.	Capitalized interest (four years)	216,000
i.	Total with financing included	\$1,490,750

* The City of Racine and the Redevelopment Authority of the City of Racine reserve the right to make only those improvements and to undertake only those activities that are deemed economically feasible and appropriate during the course of project implementation and which are commensurate with positive growth in the tax increment.

C. Description of Timing and Methods of Financings

1. Estimated Timing of Project and Financing.

The summary of project costs is cited within the table titled "Table 2" to follow. This schedule includes the year in which actual expenditures for the public works and improvements described in this plan are expected to be incurred. This schedule anticipates the time when costs will be incurred, not the time contracts or other obligations may be engaged. The estimates presented are subject to change as actual circumstances during the project execution period may require. However, all expenditures will be made within the 22 year period, that is 5 years prior to the termination of the district pursuant to the provisions of ss. 66.1105(6)(am)(1).

Table 2
Estimated Timing of Project Costs*

Year	Estimated Project Costs	Cumulative Total
2005	974,750	974,750
2006	300,000	\$1,274,750

* The Tax Increment Law has accounting and reporting requirements for active TIDs. The city will charge to the district an estimated \$609/year in the period from 2007-2024 for these costs and an estimated \$2,700 to close out the district.

2. Estimated Method of Financing Project Costs

The summary of "Project and Non-Project Costs" table (Table 3) shows the funding sources for each of the proposed project costs as referred to within Table 1. It distinguishes between project costs that will be recovered through tax increment financing and "non-project" costs that may be recovered through tax increment financing or project income.

The costs identified as "project costs" will be financed through general obligation municipal bonds. If project costs are less than estimated, the balance of the bond proceeds may be used to fund any unexpected shortfalls that may result during the redevelopment project.

Table 3
Project and non-project costs

	Description	Project Costs	Non-project Costs	Total
a.	Property acquisition, tenant relocation and demolition	1,066,750	(land sale*)	1,066,750
b.	Public improvement expenses (utilities, parking lot, streetscape)	50,000		50,000
	Planning, engineering, environmental, appraisal and financial consulting	25,000		25,000
	Other: Administration, professional and organizational	50,000		50,000
	North side Improvements	50,000		50,000
	Debt issuance expense	33,000		33,000
	Total excluding financing	1,274,750		1,274,750
	Capitalized interest (four years)	216,000		216,000
	Total with financing included	\$1,490,750		\$1,490,750

* Proceeds from sale of land to developer(s) would be income to the TID which would offset costs or be applied to payment of TID debt.

It is believed that every item of cost in this plan is an eligible cost, as such costs are described in the tax incremental statute. However, if any such item or cost should be found by a court to be invalid, it is hereby declared to be the objective and the purpose of the City in adopting this project plan that such findings shall not affect the validity of the remaining projects.

D. Economic Feasibility Study

Please refer to the Exhibit section wherein the District's tax incremental revenue from 2007 through 2033 is reflected. The exhibit, as noted, projects the ability to obtain funds necessary to implement the projects in this plan and that the revenue from the district will be sufficient to pay for them. Assuming an annual 1/2% decrease in tax rate, that the district is developed in a mixed use, relatively dense manner, the district when fully built out by 2007 is projected to generate \$4,071,990 in tax increment revenue. A present value calculation at 6.5% indicates that this increment stream can fund approximately \$1.49 million dollars in projects over a conventional financing

period. The analysis also assumes that the net value of new development will be \$4.57 million dollars. To the degree that actual valuations are less than this target, increment collections will be less, reducing the number and costs of projects that can be funded.

Please refer to the correspondence from the City Assessor citing the compliance of the district creation as required by the Wisconsin Department of Revenue.

E. Map Showing Existing Uses and Conditions

Please refer to Map 2 and Map 3 in Appendix A.

F. Map showing proposed improvements and uses in the District

Please refer to Map 1 in this project plan and Map 5 in Appendix A.

G. Proposed Change of Zoning Ordinances, Master Plan, Building Codes and City Ordinances

The existing B-2 Community Shopping zoning of the District is consistent with the Redevelopment Plan and purpose of this Project Plan. Therefore, the City and RDA do not anticipate the need for any changes to its zoning ordinance in conjunction with this project plan.

H. Proposed Method for Relocation

All relocation activities will be performed in accordance with section 66.1333 and Ch. 32, Wisconsin Statutes. The costs of such activities will be eligible for reimbursement through tax increment revenues.

I. Statement Indicating How District Creation Promotes Orderly City Development

TID Number 11 contributes to the orderly development of the City by providing the opportunity for the expansion of tax base in the district. Furthermore, the district creation is consistent with and will help implement the “West Racine Neighborhood Revitalization Plan” completed in July 2002, adopted by the City Plan Commission on July 31, 2002 and the Common Council on August 5, 2002 as a component of Racine’s Comprehensive Plan.

J. Opinion of the City Attorney

Please refer to the letter of the City Attorney in the Exhibits section.

EXHIBITS & APPENDIX

1. Property Characteristics Table
2. Proposed Improvements Map
3. City Assessor's Memorandum
4. Opinion of the City Attorney
5. Tax Incremental Calculation
6. Appendix A. Redevelopment Plan for the Washington Avenue - West Boulevard Commercial Area

EXHIBIT 1
TAX INCREMENT DISTRICT NO. 11
PROPERTY CHARACTERISTICS

Map #	Tax Parcel #	Address	Owner	Land Value	Improvements	Total	Acres	Vacant	Blight or Rehab	Acquisition By
1	12825000	1101 Grove Ave.	Hess Earl etal	\$ 140,200	\$ 455,800	\$596,000	1.15		1.15	Conservation
2	12836004	1122 West Blvd.	Jetco Properties	\$ 184,400	\$ 765,600	\$950,000	1.22			Conservation
3	12836003	3102 Washington Ave.	City of Racine	\$ -	\$ -	\$ -	0.11		0.11	Conservation
4	12836005	3108 Washington Ave.	Tenuta Tony & Cesare	\$ 6,500	\$ -	\$ 6,500	0.03	0.03	0.03	Conservation
5	12831000	3114 Washington Ave.	Tenuta Tony & Cesare	\$ 28,100	\$ 136,900	\$ 165,000	0.09		0.09	Conservation
6	12836002	3118 Washington Ave.	Tenuta Tony & Cesare	\$ 12,100	\$ 73,900	\$ 86,000	0.04		0.04	Conservation
7	12836001	3122 Washington Ave.	Cougar Properties	\$ 12,600	\$ 57,400	\$ 70,000	0.04		0.04	Conservation
8	12833000	3124 Washington Ave.	City of Racine	\$ -	\$ -	\$ -	0.09		0.09	City Owned
9	11881000	3121 Washington Ave.	Castaneda Ignalio & Maria	\$ 39,500	\$ 120,500	\$ 160,000	0.13		0.13	Acquisition
10	11880000	3119 Washington Ave.	Greenburg-Begun Mgt. LLL	\$ 17,200	\$ 57,800	\$ 75,000	0.06		0.06	Acquisition
11	11879000	3117 Washington Ave.	Greenburg-Begun Mgt. LLL	\$ 17,200	\$ 57,800	\$ 75,000	0.06		0.06	Acquisition
12	11878000	3113 Washington Ave.	Cougar Properties	\$ 34,400	\$ 89,600	\$ 124,000	0.11		0.11	Acquisition
13	11893007	3101 Washington Ave.	City of Racine	\$ -	\$ -	\$ -	0.32			City Owned
14	11893006	1218 West Blvd.	One Step Ahead Day Care	\$ 35,800	\$ -	\$ 35,800	0.40		0.40	Acquisition
15	11882000	1219 Grove Ave.	One Step Ahead Day Care	\$ 39,000	\$ 101,000	\$ 140,000	0.32		0.32	Acquisition
Total:							4.17	0.03	2.63	

Parcels are identified by map number on Map 1, Project Area Boundary, in Appendix A.

Vacant parcels are 0.7% of the district by area.

Parcel no. 14 is an improved but underutilized parking lot. If it is considered vacant, 10% of the area is vacant.

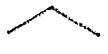
Parcels that are "blighted or in need of rehabilitation or conservation work" are 63% of the district by area.

Sources: Racine City Assessor, Racine Geographic Information System, Racine Department of City Development, October 2004



REFER TO SECTION A.2 ON PAGE 5 FOR THE DESCRIPTION OF IMPROVEMENT

MAP 1. PROPOSED IMPROVEMENTS


 NORTH
 SCALE 1" = 200'



City of Racine, Wisconsin

OFFICE OF CITY ASSESSOR
730 Washington Avenue
Racine, Wisconsin 53403
262-636-9119

Thomas J. Kienbaum
City Assessor

December 3, 2004

MEMO TO: Brian F. O'Connell
Director of City Development

FROM: Thomas J. Kienbaum *TJK*
City Assessor

SUBJECT: Proposed Tax Incremental District No. 11

The 2004 TIF increment is \$159,328,750 with a total current value of \$198,391,100. With the additional property from proposed TIF 11 our City meets the 12% test.

Please note on your list of 2004 values for the proposed TIF 11 that parcel number 12833000 is assessed for \$122,000 on the 2004 assessment roll.

Office of the City Attorney

Daniel P. Wright
City Attorney



Guadalupe G. Villarreal
Deputy City Attorney

Scott Lewis
Assistant City Attorney

Stacey Salvo
Paralegal

November 15, 2004

BRIAN O'CONNELL
DIRECTOR OF CITY DEVELOPMENT
730 WASHINGTON AVENUE
RACINE WI 53403

SUBJECT: Project Plan for Tax Incremental District Number 11, City of Racine
(Washington Ave.—West Blvd. Commercial Area)

Dear Mr. O'Connell:

I have reviewed the subject plan and find that it is complete and complies with Wis. Stat. section 66.1105.

Sincerely,

A handwritten signature in black ink, appearing to be "Daniel P. Wright", is written over a horizontal line. The signature is stylized and somewhat abstract.

Daniel P. Wright
City Attorney

DPW/lid
/dpw/taxdistrict.11/

City Hall
730 Washington Avenue, Room 201
Racine, Wisconsin 53403
262-636-9115
262-636-9570 FAX

City of Racine, WI

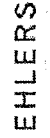
Proposed West Racine Neighborhood Redevelopment Project

Scenario 5b - Redevelopment of South Side of Street with Demo in 2005 and Construction in 2006 - 2007
New Construction Value of \$5,000,000

Base Value 2,605,300 Inflation Factor 2.00%

Tax Rate Adjustment Factor -0.50%

Construction Year	Valuation Year	Revenue Year	Inflation Increment	Value Added ¹	Valuation Increment	Tax Rate ²	Tax Increment
1	2005	2007	52,106	-426,700	-374,594	25.37	0
2	2006	2008	44,614	2,500,000	2,170,020	25.24	54,778
3	2007	2009	95,506	2,500,000	4,765,527	25.12	119,695
4	2008	2010	147,417		4,912,943	24.99	122,781
5	2009	2011	150,365		5,063,308	24.87	125,906
6	2010	2012	153,372		5,215,680	24.74	129,071
7	2011	2013	156,440		5,373,120	24.62	132,277
8	2012	2014	159,568		5,532,688	24.50	135,525
9	2013	2015	162,760		5,695,448	24.37	138,814
10	2014	2016	166,015		5,861,463	24.25	142,146
11	2015	2017	169,335		6,030,798	24.13	145,521
12	2016	2018	172,722		6,203,520	24.01	148,940
13	2017	2019	176,176		6,379,696	23.89	152,404
14	2018	2020	179,700		6,559,396	23.77	155,914
15	2019	2021	183,294		6,742,690	23.65	159,469
16	2020	2022	186,960		6,929,650	23.53	163,071
17	2021	2023	190,699		7,120,349	23.41	166,721
18	2022	2024	194,513		7,314,862	23.30	170,419
19	2023	2025	198,403		7,513,265	23.18	174,167
20	2024	2026	202,371		7,715,637	23.07	177,963
21	2025	2027	206,419		7,922,055	22.95	181,811
22	2026	2028	210,547		8,132,602	22.84	185,710
23	2027	2029	214,758		8,347,360	22.72	189,661
24	2028	2030	219,053		8,566,414	22.61	193,665
25	2029	2031	223,434		8,789,848	22.49	197,722
26	2030	2032	227,903		9,017,751	22.38	201,835
27	2031	2033	232,461		9,250,212	22.27	206,002
				Totals	4,573,300		4,071,990



Assumes net valuation increase of \$4,573,300 with buildout in 2006 and 2007. To the degree that actual valuations are less than this target, increment collections will be less, reducing the number and costs of projects that can be funded.

Net Present Value; Increment Through 2029 at 6.5% \$1,495,367
Net Present Value; Increment Through 2033 at 6.5% \$1,655,923

NOTES
¹ Estimate of \$5,000,000 valuation for new development provided by City staff.
² Tax rate used is 2003 equalized rate for taxes payable 2004

City of Racine, WI

Proposed West Racine Neighborhood Redevelopment Project

SOUTH SIDE REDEVELOPMENT ONLY

Projected Sources and Uses

Sources		
Tax Increment (Present Value of 25 Years of Increment @ 6.5%)		1,495,367
Developer Payments for Land (<i>to be determined</i>)		<i>To Be Determined</i>
Other Funds Available		<i>To Be Determined</i>
Total Sources		<u>1,495,367</u>
Uses		
Land Acquisition, Relocation Expense and Demolition ¹ :		
North Side of Washington Ave.		
South Side of Washington Ave.	1,066,750	
Public Improvements Expense (e.g. streetscape, public utilities)	50,000	
Planning, Engineering, Environmental, Appraisal & Financial Consulting	25,000	
Other: Administration, Professional & Organizational	50,000	
Northside Improvements	50,000	
Debt Issuance Expense ²	33,000	
Capitalized Interest (4 Years)	216,000	
Total Uses		<u>1,490,750</u>
		4,617

BALANCE OF SOURCES IN EXCESS OF PROJECT COSTS

NOTES:

¹ Estimated costs equal to 2.5 times the equalized value of the improvements. Actual appraisals of subject properties will need to be conducted to determine acquisition and related expenses.

² Includes Fees for Financial Advisor, Bond Counsel and Underwriters' Discount



EHLERS

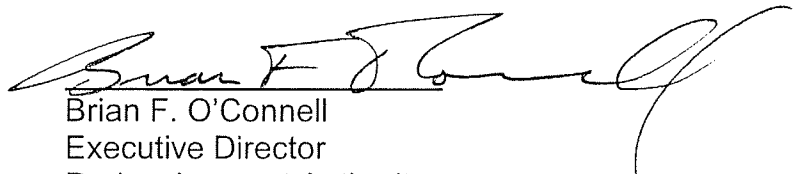
REDEVELOPMENT AUTHORITY OF THE CITY OF RACINE

RACINE, WISCONSIN

REDEVELOPMENT PLAN

WASHINGTON AVENUE - WEST BOULEVARD COMMERCIAL AREA

This is to certify that the attached Redevelopment Plan is a true and correct copy of the Washington Avenue - West Boulevard Commercial Area Redevelopment Plan adopted by the Redevelopment Authority of the City of Racine and the Common Council of the City of Racine.



Brian F. O'Connell
Executive Director
Redevelopment Authority
City of Racine

APPROVALS:

Redevelopment Authority	October 7, 2004
Common Council, City of Racine	October 19, 2004
Certified by Redevelopment Authority	November 4, 2004

TABLE OF CONTENTS

SECTION A:	Description of Redevelopment Area Boundaries	3
	1. Narrative Boundary Description	
	2. Boundary Map	
SECTION B:	Plan Objectives	3
SECTION C:	Existing Conditions	4
	1. General Land Uses	
	2. Building Conditions	
	3. Findings	
SECTION D:	General Land Use Plan	5
	1. Proposed Land Uses	
	2. Land Use Provisions & Building Requirements	
	a. Uses Permitted	
	b. Regulations and Controls	
	3. Proposed Redevelopment Activities	
	a. Land Acquisition	
	b. Relocation	
	c. Rehabilitation & Conservation	
	d. Rehabilitation Standards	
	e. Public Improvements	
SECTION E:	Disposition of Redevelopment Authority owned property	8
SECTION F:	Other Provisions to meet State Requirements	8
	1. Conformance with General Plan	
	2. Relationship to Local Objectives	
	3. Project Area Boundaries	
	4. Existing Land Uses & Building Conditions	
	5. Land Use Plan	
	6. Redevelopment Standards	
	7. Present & Future Equalized Values	
	8. Proposed Changes to City Zoning Ordinance	
	9. Site Improvements and Utilities	
	10. Feasible Method of Relocation	
	11. Population Density Control	
	12. Traffic	
SECTION G:	Procedures for Changes to the Approved Redevelopment Plan	10
SECTION H:	Termination of Plan	10

SECTION A: DESCRIPTION OF WASHINGTON AVENUE - WEST BOULEVARD REDEVELOPMENT AREA

1. Boundary Description Narrative

The description of Washington Avenue - West Boulevard Commercial Area is as follows: Begin at a point which is the intersection of the South line of Lindermann Avenue and the West line of West Boulevard; thence run Southerly along the West line of West Boulevard to a point which is 290 feet North of the North line of Thirteenth Street; thence run Westerly 126 feet to the West line of an alley which lies West of West Boulevard; thence run Northerly 30 feet to a point which is 320 feet North of the North line of Thirteenth Street; thence run Westerly 116 feet to the West line of Grove Avenue; thence run Northerly along said line to the South line of Lindermann Avenue; thence run Easterly to the point of beginning of this description. Said parcels being located in Section 18, Township 3 North, Range 23 East, Said land being in the City of Racine, Racine County, Wisconsin.

2. Boundary Map

The boundaries of the Washington Avenue - West Boulevard Commercial Area are shown on Map 1, Boundary Map.

SECTION B: PLAN OBJECTIVES

In 2001, the City of Racine and the West Racine Business and Professional Association ("Association") initiated a business and residential revitalization planning study for the West Racine area. The firms of PDI: Planning and Design Institute and Business Districts, Inc. were hired to conduct the study and prepare the plan. Following technical analysis, business and resident surveys, and community meetings, the consultants completed and published the plan in July 2002. The Association then submitted it the city and requested its adoption as an official city plan. The City Plan Commission formally adopted the *West Racine Neighborhood Revitalization Plan* on July 31, 2002 and the Common Council approved the plan on August 5, 2002.

The plan seeks to address challenges facing the commercial area and the surrounding neighborhood. The plan specifically identified as challenges the obsolete size of available retail spaces, lack of pedestrian friendly sidewalks, an excessive number of wholesale and service businesses in retail storefronts, absence of sit-down restaurants, absence of national chains, a recent increase in vacant and underutilized retail space, and the concentration of "payday" loan stores in part of the business district.

Among its recommendations to address these challenges, the plan specifically states "the City of Racine should develop a Redevelopment Area Plan" (page 31 of the plan) for the part of the business district between Grove Avenue and West Boulevard. This Redevelopment Plan is prepared in response to that recommendation and incorporates by reference the adopted *West Racine Neighborhood Revitalization Plan*.

The objectives of the Redevelopment Plan for the Washington Avenue - West Boulevard Redevelopment Area are:

- To eliminate slum and blight areas and prevent their reoccurrence;

- To eliminate substandard and obsolete buildings, blighting influences, and environmental deficiencies which detract from the functional unity, aesthetic appearance, and economic welfare of the area and also to prevent the occurrence of blight and blighting influences;
- To provide for orderly physical and economic growth through managed redevelopment and rehabilitation;
- To assemble land into parcels functionally adaptable with respect to shape and size for disposition and redevelopment in accordance with contemporary development needs and standards;
- To make physical improvements that will be sufficient in scope and character to bring about a distinct and visible renewal of the area;
- To encourage coordinated development of parcels and structures in order to achieve efficient building design, unified off street parking, and internal pedestrian connections;
- To minimize the points of friction between pedestrian and vehicular traffic and to maximize the opportunities for pedestrian activity;
- To achieve architectural, site planning, and landscape design of the highest standards on all public and private property including streets;
- To establish a pattern of land use activities arranged in compact, compatible groupings to increase efficiency of operation and economic relationships;
- To encourage the renovation, rehabilitation and conservation of existing structures not scheduled for removal;
- To strengthen the image of the City and West Racine as a place to do business, work and invest;
- To enhance the appearance of public places and rights of way; and
- To improve the usefulness of the public and private open spaces in the area.

SECTION C: EXISTING CONDITIONS

1. GENERAL LAND USES:

The Washington Avenue - West Boulevard Commercial Area is located on Washington Avenue (State Highway 20) between Grove Avenue and West Boulevard. Washington Avenue is a major gateway to Racine's downtown and lakefront areas. The West Racine business area has historically offered a mix of neighborhood-oriented businesses and services and specialty stores that attract customers from a wider area.

Land use within the Redevelopment Area is principally commercial. The only residential use is apartments located above commercial storefronts. Two corner parks, Dr. Ralph Pierce Park (0.1 acre) and Pedar Back Park (0.3 acre) are on the northwest and southwest corners of Washington Avenue and West Boulevard, respectively. The parks provide passive open space and are located on the former right-of-way of an abandoned interurban streetcar line. The other significant land use is parking; at the southern end of the area, one underutilized lot is located

on the former right-of-way of the abandoned interurban streetcar line; on the north side of Washington Avenue, one lot is associated with a drug store, another is associated with a former grocery store.

Map 2 shows existing land uses in the Redevelopment Area and vicinity. The area has a full range of municipal and public services including sanitary and storm sewer, water, natural gas, electricity, and telephone.

2. BUILDING CONDITIONS OF IMPROVED PARCELS:

The drug store building at 1122 West Boulevard is well maintained and has sufficient parking. The former grocery building at 1101 Grove Avenue is undersized for a modern, full-line supermarket and the building shows signs of deferred maintenance and deterioration; however, it does have adequate on-site parking for a commercial building its size. All other buildings in the area show signs of deferred maintenance and deterioration and lack adequate on-site, off-street parking. (Parking for the day-care at 1219 Grove Avenue is provided on the separate vacant lot at 1218 West Boulevard; however, access to the lot via a rear alley is inconvenient for day-care customers and the lot is underutilized as a result.) Except for the grocery and drug store, the existing parcels are too small for contemporary retailing, and as a result rent levels are inadequate to fund building renovations.

Map 3 shows existing conditions in the Redevelopment Area.

3. FINDINGS

The conditions described in C.1 and C.2 above clearly show that the Redevelopment Area is a blighted area as defined in sec. 66.1333 (2m) (b), Wisconsin Statutes, in that the characteristics of dilapidation, deterioration, age and obsolescence of structures, faulty lot layout in relation to size, adequacy, accessibility and usefulness, deterioration of site and other improvements, and diversity of ownership are present, and that these characteristics impair the sound growth of the West Racine area and the city as a whole and constitute an economic liability.

SECTION D: GENERAL LAND USE PLAN

1. PROPOSED LAND USES:

This redevelopment plan calls for the commercial revitalization of the area and proposes a separate approach for the south and north sides of the area. In the part of the area south of Washington Avenue, the parcels will be acquired, cleared of existing structures, and offered for redevelopment. Redevelopment proposals will be solicited through a Request for Proposals (RFP). Prospective redevelopers will be required to propose a mixed use redevelopment featuring buildings fronting on Washington Avenue and built to the corners at Grove Avenue and West Boulevard, with parking at the rear of the buildings, and open space (replacing the park) at mid-block. The redevelopment must be in buildings that are a minimum of two stories tall, featuring retail on the ground floor and residential or commercial use on the second floor and above.

On the north side, only the automobile service station already owned by the Redevelopment Authority will be removed. The Authority will work with the remaining property owners to upgrade and maintain their properties in a manner consistent with this plan.

Proposed predominant land uses are shown on Map 4. Proposed Land Uses

2. LAND USE PROVISIONS AND BUILDING REQUIREMENTS

A. Uses Permitted

Only those land uses permitted in the Zoning District identified in the applicable sections of the Zoning Code of the City of Racine and compatible with the objectives and requirements of this Redevelopment Plan will be permitted land uses in the Washington Avenue - West Boulevard Commercial Area.

The intensity and location of accessory and supporting uses should be compatible with adjoining development and should not detract from the desired attractive and viable environment of the surrounding land uses.

B. Regulations and Controls

Successful revitalization of the Redevelopment Area depends on the quality of the environment created. In December 2003, the Common Council added a portion of West Racine that includes the Redevelopment Area to the Access Corridor Overlay District provisions of the Zoning Code. Control and regulation of land within the Redevelopment Area will be overseen by the Access Corridor Development Review Committee as set forth in the section 114-639, Racine Code of Ordinances. (Please refer to Exhibit 2, attached to this plan, for the provisions enacted for the West Racine area.)

3. PROPOSED REDEVELOPMENT ACTIVITIES.

A. Land Acquisition.

1. Properties to be Acquired.

Property proposed to be acquired in Washington Avenue – West Boulevard Commercial Redevelopment Area is identified in Exhibit 1 and on Map 5, Land Acquisition Map. Properties are identified for acquisition for one or more of the following purposes.

- a. To remove buildings which are structurally substandard.
- b. To remove buildings which are economically infeasible of rehabilitation.
- c. To remove buildings, other than those buildings which are structurally substandard, in order to effectively eliminate blighting influences which are exerted on the area and assemble land into parcels of adequate size and shape to meet contemporary development needs and standards.
- d. To hold, improve, or prepare buildings for redevelopment or urban renewal.
- e. To purchase unimproved parcels necessary to hold, improve or prepare for redevelopment, re-use, or urban renewal.
- f. To purchase parcels, unimproved and improved, for the development of public uses, including but not limited to, open space, roadways and parking areas.

2. Timing of Land Acquisition

Properties identified for acquisition in Washington Avenue - West Boulevard Redevelopment Area will be acquired either by the City of Racine or the Redevelopment Authority. The timing of land purchases will be dependent upon the availability of funds; specifically, it is proposed to fund the acquisition and other expenses of the project through the creation of a tax increment district (TID). It is

anticipated that all properties will be acquired over a one-year period commencing with approval of this Redevelopment Plan by the Common Council and the creation of the TID by the Common Council and the intergovernmental Joint Review Board. Exhibit 1 and Map 5 show the properties to be acquired.

3. Conditions Under Which Property Not Designated for Acquisition May Be Acquired

Property not designated for acquisition may be acquired by the Redevelopment Authority of Racine if such property is not made to conform to the Redevelopment Plan, Property Rehabilitation Standards and/or Local and State Codes and Ordinances, or through amendment to this Plan as described in Section G below.

B. Relocation of Displaced Individuals, Families and Businesses

Relocation benefits and services will be provided as called for in the State of Wisconsin Statutes Secs. 32.19-32.27, as amended.

C. Rehabilitation and Conservation

1. Properties identified for conservation and/or rehabilitation are designated in Exhibit 1.

2. Rehabilitation and Conservation Goals

The goal of property rehabilitation is to provide safe, sanitary, functional and attractive conditions in which to live, work, shop and transact business. Fundamental to this goal is the restoration of all existing buildings that are to remain in a safe and sound condition meeting present day standards for health, safety, and welfare, sufficient to provide reasonable protection against the development of blighting influences. The following objectives are established to fulfill the intent of this Redevelopment Plan.

Maintenance of Exterior of Premises

a. The exterior of the premises and all of the structures thereon are to be kept free of all nuisances and any hazards to the safety of occupants, pedestrians and other persons utilizing the premises, and free of unsanitary conditions. Any of the foregoing shall be promptly removed and abated by the owner or operator.

b. Wall and Exterior Surfaces

The exterior surfaces of every structure or accessory structure (including fences, signs and storefronts) are to be maintained in good repair and all surfaces thereof shall be kept painted or protected with other approved coating or material where necessary for the purposes of preservation and appearance. All surfaces will be maintained free of broken glass, loose shingles, crumbling stone or brick, excessive peeling paint or other conditions reflective of deterioration or inadequate maintenance to the end that the property, itself, may be preserved, safety and fire hazards eliminated, and adjoining properties protected from blighting influences.

- c. Appearance and Aesthetic Control of Exterior of Premises
The exterior of the premises and the condition of accessory structures are to be maintained so that the appearance of the premises and all buildings is compatible with a rehabilitated redevelopment area.
- d. Exterior Appurtenances
All exterior appurtenances or accessory structures which serve no useful purpose and those in a deteriorated condition which are not economically repairable shall be removed. Such structures include porches, terraces, entrance platforms, garages, carports, walls, fences, signs and sheds.

D. Rehabilitation Standards.

All non-acquired structures in the Redevelopment Area shall comply with the city's building, plumbing, electrical, and health codes, the zoning ordinance and other pertinent statutes, ordinances, and regulations relating to the use and occupancy of property and structures.

E. Public Improvements.

Public improvements identified to be undertaken in the Redevelopment Area include, but are not limited to, the relocation and renovation of the open space now at the two park sites into more useable amenities for shoppers and other pedestrians.

SECTION E: DISPOSITION OF REDEVELOPMENT AUTHORITY OWNED PROPERTY

The Redevelopment Authority upon the acquisition of real property in the project area has the power, under state law, to lease, sell, or otherwise transfer all or any part of said real property to a redevelopment company, a association, corporation, or public body, or to an individual or partnership, for use in accordance with the redevelopment plan.

Before the transfer, lease or sale of any real property, owned by the Redevelopment Authority, in the Redevelopment Area occurs, a report as to the terms, conditions and other material provisions of the proposed sale, lease or other disposition of either a part or all of the land assembled will be submitted to the Common Council of the City of Racine, who shall approve such report prior to the Authority's proceeding with the disposition of real property.

SECTION F: OTHER PROVISIONS NECESSARY TO MEET STATE REQUIREMENTS

To satisfy the requirements set forth in the Blight Elimination and Slum Clearance Act, Section 66.1333, Wisconsin Statutes, the following general statements and maps are included herein and may be changed without constituting a change in the Redevelopment Plan.

1. Conformance to the General Plan

The Redevelopment Plan is consistent with the general plan of the *West Racine Neighborhood Revitalization Plan*, which was adopted by the Common Council on August 5, 2002.

2. Relationship to Local Objectives.

The Redevelopment Plan has been carefully related to the following local objectives:

- a. To provide for the retention and growth of large and small employers;
- b. To attract compatible retail, office, and service businesses which will support a redeveloped Washington Avenue Corridor;
- c. To enhance the appearance of public places and rights-of-way, including Washington Avenue, West Boulevard, and intersection areas;
- d. To strengthen the economic function, land use mix, and identity of sub-areas of the Washington Avenue Corridor;
- e. To encourage and assist property owners to rehabilitate existing buildings, improve facades, improve signage, and enhance landscaping;
- f. To expand the range and improve the quality of small businesses which serve West Racine residential neighborhood;
- g. To provide public open spaces and landscaped rights-of-way to enhance the character of the area;
- h. To provide necessary public utilities and services;
- i. To complement other development and redevelopment efforts by improving an area that is a gateway to the Downtown and Lakefront.

3. Project Area Boundaries

The project area boundaries are described in Section A-1 of this Redevelopment Plan.

4. Existing Land Use and Property Conditions

Map 2, Existing Land Use Map and Map 3, Existing Condition Map attached hereto and incorporated as a part of this plan, show the existing land uses and existing condition of structures in the area.

5. Land Use Plan

The land uses proposed for the project area –are shown on Map 4, Proposed Land Use Map which is made a part hereof.

6. Redevelopment Standards

The standards to be imposed on properties within the redevelopment area are stated in Sections D. 2 and D. 3. C. and D. 3. D. of this plan.

7. Present and Potential Equalized Values

The present and estimated potential equalized tax value for the redevelopment area is as follows:

- | | |
|--------------------------------------|-------------|
| • Present equalized tax value (2004) | \$2,483,300 |
| • Potential equalized tax value | \$6,873,500 |

8. Proposed Zoning Changes

The existing "B-2" Community Shopping zoning of the Redevelopment Area is consistent with this Redevelopment Plan and will be retained.

9. Required Site Improvements and Utilities

The following may be provided in support of new land uses after redevelopment.

- street and curb improvements
- water and sewer improvements
- sites for public uses

10. Feasible Method of Relocation

See Section D. 3. B. of this Redevelopment Plan.

11. Population Density Control

Population density controls are contained in the Racine Zoning Ordinance which shall govern density in the Redevelopment Area.

12. Traffic

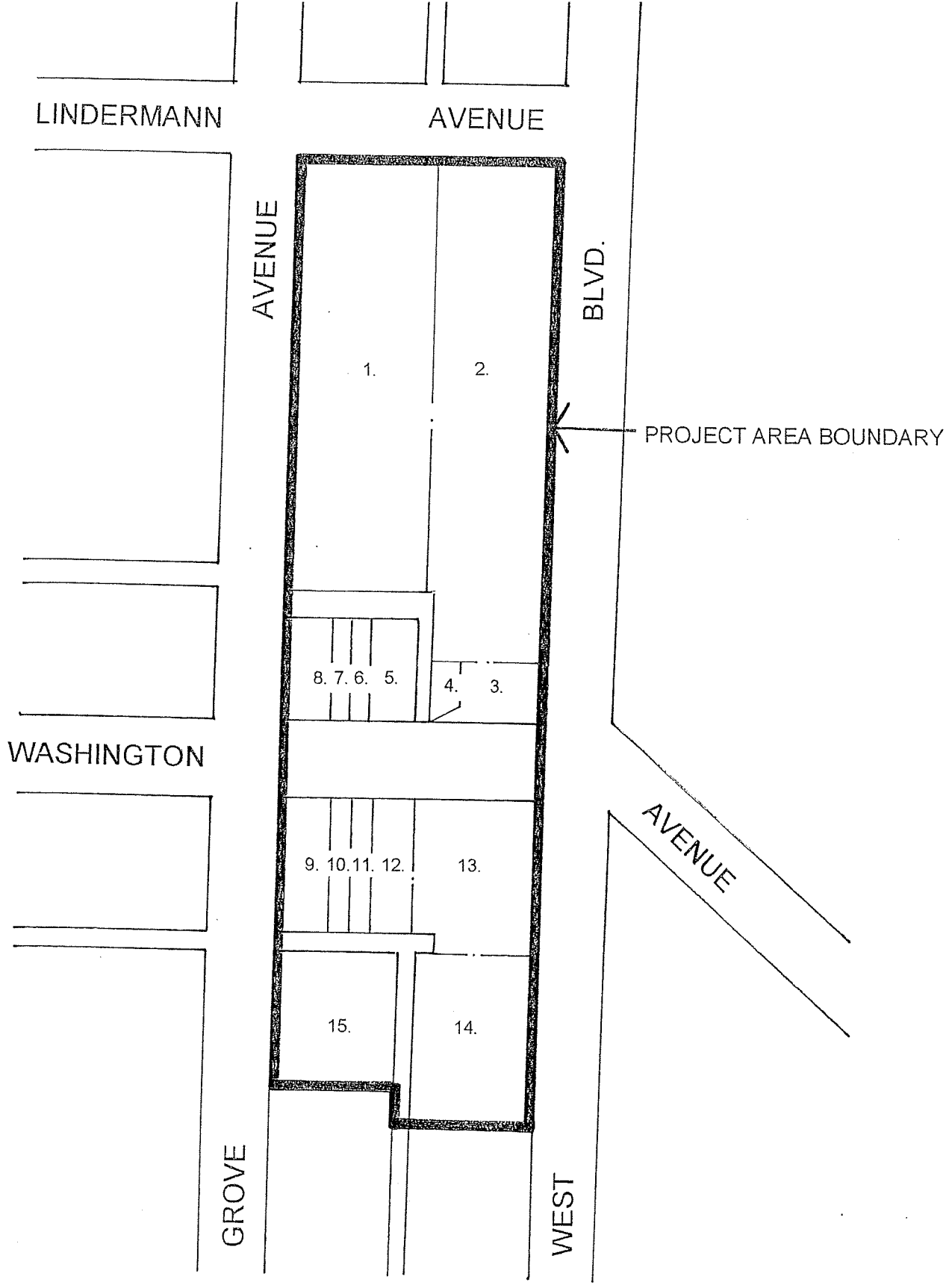
Additional traffic volumes and new traffic patterns will be created as the area redevelops; however, Washington Avenue (State Highway 20) is adequate for the expected growth. Parking, bus ingress and egress, and on-site traffic flow will be carefully considered as the redevelopment site is planned.

SECTION G: PROCEDURES FOR AMENDING THE REDEVELOPMENT PLAN

This plan may be amended by resolution of the Redevelopment Authority at any time after it has been approved by the Redevelopment Authority and the Common Council. The Common Council must approve any plan amendment by a two-thirds vote before it can become effective. The boundaries of the Redevelopment Area may be changed only after a public hearing conducted by the Redevelopment Authority under the provisions of Sec. 66.1333(6)(d), Wisconsin Statutes.

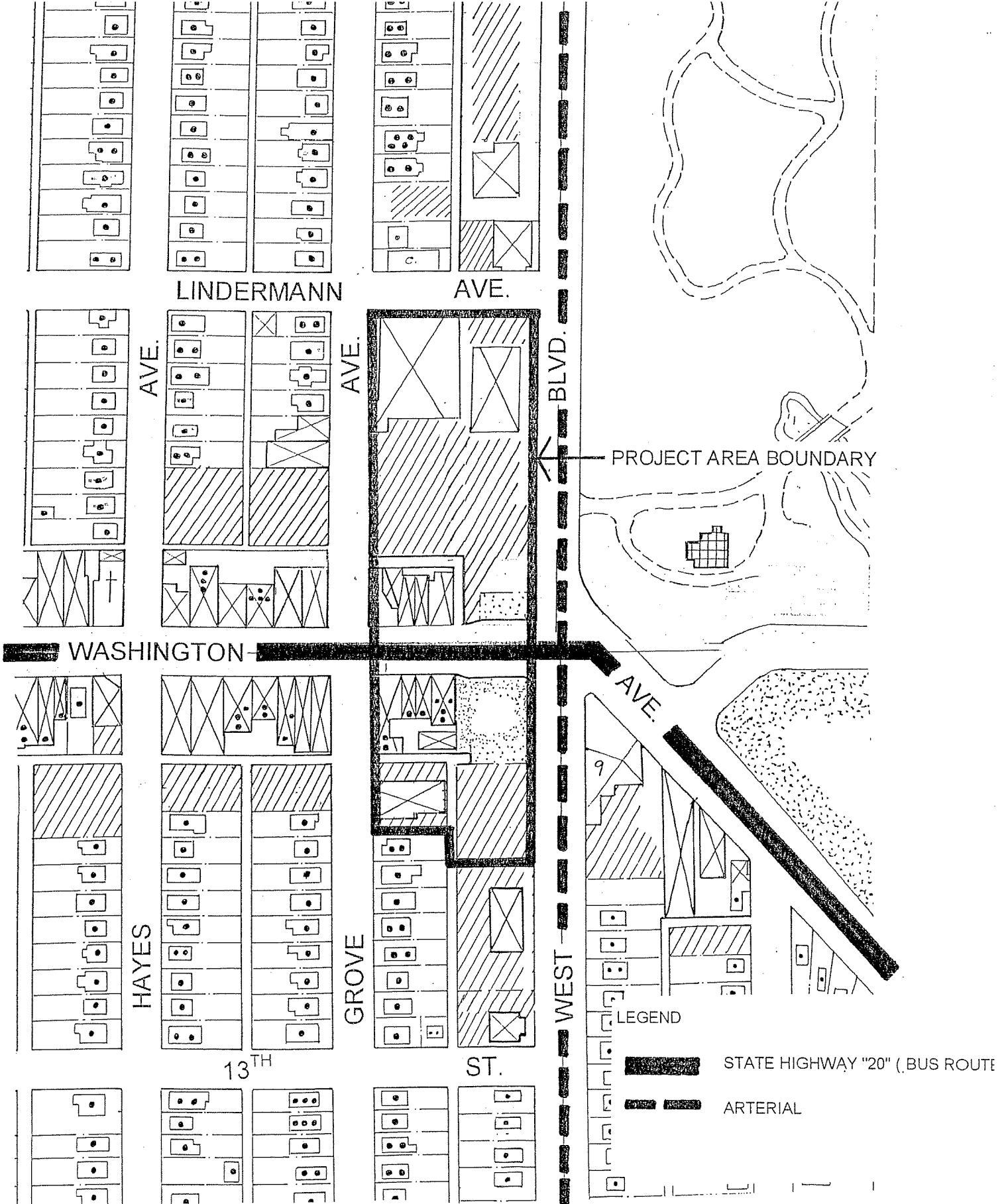
SECTION H: TERMINATION OF PLAN

This Plan is self-renewing unless terminated by action of the Redevelopment Authority of the City of Racine or its designated successor agency.



MAP 1. PROJECT AREA BOUNDARY





MAP 4. TRAFFIC AND CIRCULATION

NORTH
SCALE 1" = 200'



MAP 5. PROPOSED LAND USE

NORTH
SCALE 1" = 200'



MAP 6. PROPERTY ACQUISITION



 NORTH
 SCALE 1" = 200'

EXHIBIT 1
WEST RACINE REDEVELOPMENT PLAN
PROPERTY ACQUISITION AND CONSERVATION

Map #	Tax Parcel #	Address	Owner	Land Value	Improvements	Total	Acquisition By
1	12825000	1101 Grove Ave.	Hess Earl etal	\$ 140,200	\$ 455,800	\$ 596,000	Conservation
2	12836004	1122 West Blvd.	Jeico Properties	\$ 184,400	\$ 765,600	\$ 950,000	Conservation
3	12836003	3102 Washington Ave.	City of Racine	\$ -	\$ -	\$ -	Conservation
4	12836005	3108 Washington Ave.	Tenuta Tony & Cesare	\$ 6,500	\$ -	\$ 6,500	Conservation
5	12831000	3114 Washington Ave.	Tenuta Tony & Cesare	\$ 28,100	\$ 136,900	\$ 165,000	Conservation
6	12836002	3118 Washington Ave.	Tenuta Tony & Cesare	\$ 12,100	\$ 73,900	\$ 86,000	Conservation
7	12836001	3122 Washington Ave.	Cougar Properties	\$ 12,600	\$ 57,400	\$ 70,000	Conservation
8	12833000	3124 Washington Ave.	City of Racine	\$ -	\$ -	\$ -	City Owned
9	11881000	3121 Washington Ave.	Castaneda Ignalio & Maria	\$ 39,500	\$ 120,500	\$ 160,000	Acquisition
10	11880000	3119 Washington Ave.	Greenburg-Begun Mgt. LLL	\$ 17,200	\$ 57,800	\$ 75,000	Acquisition
11	11879000	3117 Washington Ave.	Greenburg-Begun Mgt. LLL	\$ 17,200	\$ 57,800	\$ 75,000	Acquisition
12	11878000	3113 Washington Ave.	Cougar Properties	\$ 34,400	\$ 89,600	\$ 124,000	Acquisition
13	11893007	3101 Washington Ave.	City of Racine	\$ -	\$ -	\$ -	City Owned
14	11893006	1218 West Blvd.	One Step Ahead Day Care	\$ 35,800	\$ -	\$ 35,800	Acquisition
15	11882000	1219 Grove Ave.	One Step Ahead Day Care	\$ 39,000	\$ 101,000	\$ 140,000	Acquisition

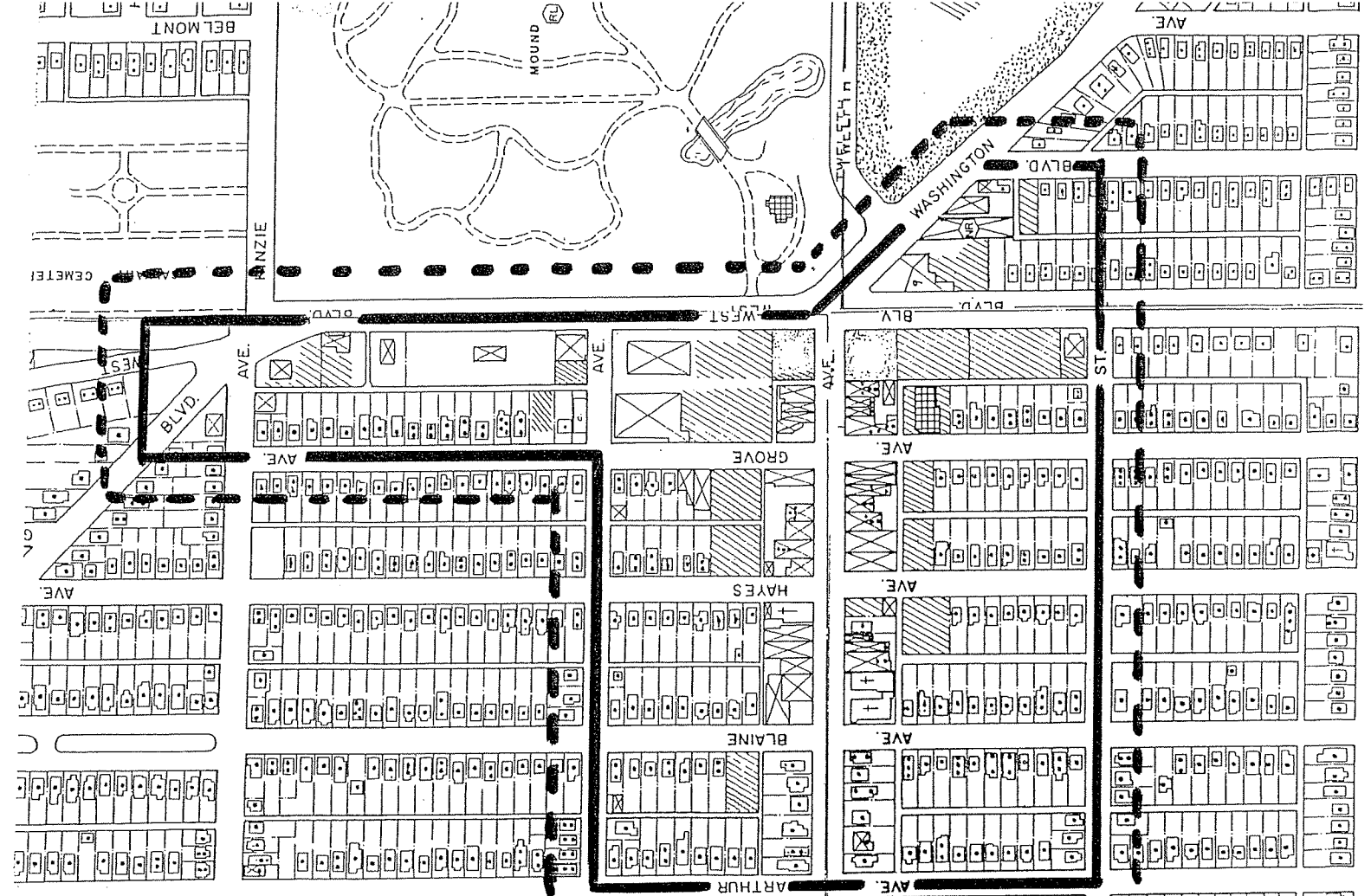
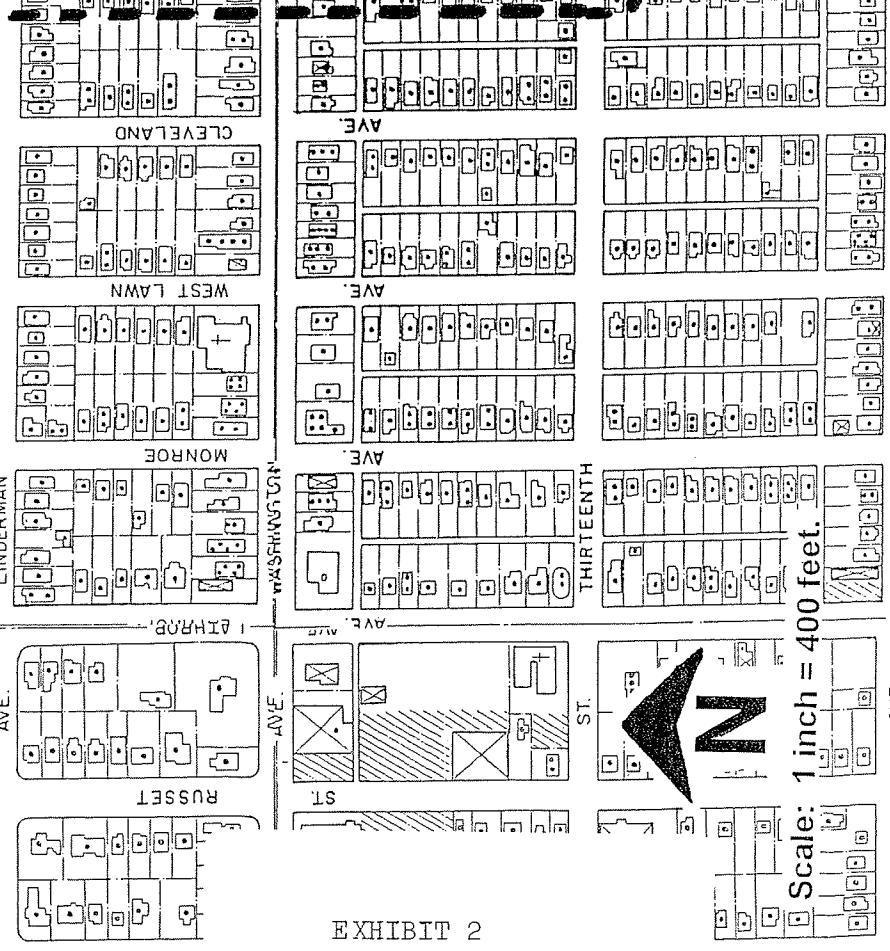
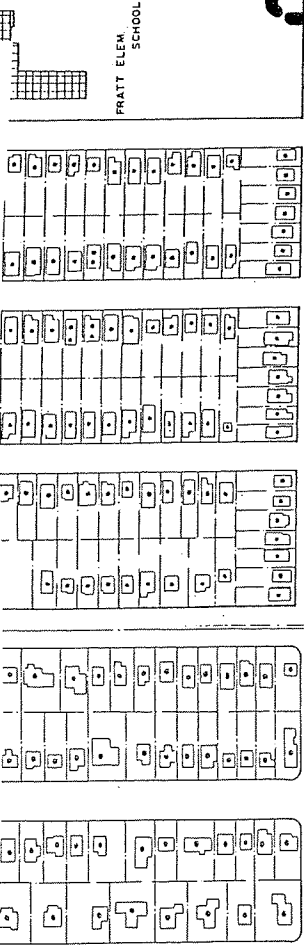
Parcel numbers are as identified on Map 6. Property Acquisition

DCD 9/08/04 jtl

**WEST RACINE CORRIDOR DISTRICT
ACCESS CORRIDOR DEVELOPMENT REVIEW AREA**

NOTE: District includes lands within the solid black line [————] as well as area within the dashed black line [-----].

Adopted by Common Council: Ordinance No. 32-03 of 12-02-03.



Scale: 1 inch = 400 feet.

By Alderman Friedel:

ORDINANCE NO. 32-03

To amend Sec. 114-637 and to repeal and recreate Sec. 114-639 of the Municipal Code of the City of Racine, Wisconsin relating to Zoning - Mapped districts; Development review committee.

The Common Council of the City of Racine do ordain as follows:

Part 1:

Sec. 114-637 of the Municipal Code of the City of Racine is hereby amended by adding the following at the end of the section:

"West Racine Corridor District. The district includes those lands lying within, and 100 feet beyond, the boundaries as described as follows:

Beginning at a point at the intersection of the extension of the centerline of Deane Boulevard and the centerline of Washington Avenue thence run northwest along the centerline of Washington Avenue to a point being its intersection with the centerline of Washington; thence run north along the centerline of West Boulevard to its intersection with the centerline of the Kinzie Avenue and extend a line to a point 200 feet more or less north along the same heading as the centerline of West Boulevard; from said point thence run west along a line parallel with the north line of Kinzie Avenue for a distance of 330 feet more or less to a point; from said point thence run south along a line parallel with the extended West Boulevard centerline 200 feet more or less to a point being the intersection of the centerline of Kinzie Avenue and Grove Avenue; from said point continue south along the centerline of Grove Avenue to a point being its intersection with the centerline of Linderman Avenue; from said point thence run west along the centerline of Linderman Avenue to a point being its intersection with the centerline of Arthur Avenue; from said point thence run south along the centerline of Arthur Avenue to its intersection with the centerline of 13th Street; from said point thence run east along the centerline of 13th Street to its intersection with the centerline of West Boulevard and extend a line to a point 340 feet more or less along the same heading as the centerline of 13th Street east to a point being its intersection with the centerline of Deane Boulevard; from said point thence run north along the centerline of Deane Boulevard to the point of beginning."

Part 2:

Sec. 114-639 of the Municipal Code of the City of Racine is hereby repealed and recreated to read as follows:

- "(1) There is hereby created a development review committee. The membership on the development review committee shall consist of the director of city development, an alderperson representing each corridor district, an architect, architectural historian, or other design professional, who is a resident of City of Racine, two persons from each corridor district who are operating a business or organization or owns property within a corridor district, and an at-large member who is a resident of the City of Racine.
- (2) Transitional Provisions: To provide for continuity between the State Street development review committee and the development review committee established by this ordinance and to provide for staggered, three-year terms for citizen members of the committee, these transitional provisions shall apply. The duly appointed and confirmed citizen members of the State Street development review committee shall serve as the representatives of that corridor district on the development review committee created by this ordinance through April 2004. The chief building inspector shall serve as the design profession member on the development review committee created by this ordinance through April, 2004.
- (3) The citizen members of the committee shall be appointed by the mayor, subject to confirmation by the common council, for staggered three year terms. Vacancies shall be filled in the same manner. If during their term a member no longer qualifies under the category for which they were appointed, they may serve until their term expires.
- (4) The director of city development shall act as the secretary of the committee and shall be responsible for scheduling of meetings, preparing agendas and minutes, and keeping records of the committee.
- (5) The committee shall review applications for conformance with evaluation criteria established by the common council for all projects having an aggregate cost of \$5,000 or more for all new exterior construction activities, all building expansions, and all exterior renovation or rehabilitation activities.
- (6) The committee shall review all applications for exterior signs for conformance with evaluation criteria established by the common council.

- (7) Applications for design review shall be made to the director of city development.
- (8) The committee shall review applications during open meetings. Review shall be conducted within 14 days after the application is filed with the director of city development or the activity shall be deemed approved.
- (9) The committee shall issue written findings to the chief building inspector within 21 days after the application was filed with the director of city development. The written findings shall indicate whether or not the proposed activity being reviewed meets the corridor evaluation criteria, and the findings shall be immediately transmitted to the applicant. If the evaluation criteria are found not to be met, the applicant may file revised plans for review by the committee addressing any deficiencies.
- (10) The chief building inspector shall issue building and/or occupancy permits within the corridor districts for projects requiring review by the committee, after receiving written approval by the committee or, in the event of an appeal, by the common council, except as otherwise provided herein, and in addition to other approvals required by law, ordinance or regulation.
- (11) An applicant may appeal a decision of the committee if the committee finds that the proposed activity is not in conformance with the evaluation criteria. The appeal shall be filed with the department of city development within 30 days after the committee issues its written decision. Appeals shall be made to the city plan commission and filed with the director of city development. The plan commission shall consider the appeal and make a recommendation to the common council within 30 days after the appeal was filed."

Part 3:

This ordinance shall take effect upon passage and the day after publication.

Passed by the Common Council

Approved

Mayor

Attest:

 City Clerk

FISCAL NOTE: N/A

WEST RACINE ACCESS CORRIDOR SUPPLEMENTAL EVALUATION CRITERIA:
(To be utilized in addition to criteria expressed in Section 114-642)

1. **BUSINESS USES AND ACTIVITIES**

- a) **Basic Concept** - Shifting market conditions mean that it should be expected that uses and activities in subject and surrounding buildings will change over time.
- b) **Targeted Uses** - Focus on higher intensity retail goods and services, but allow for occasional interspersing of institutional, office, or residential uses (in upper levels).
- c) **Activity in Buildings**- Retail goods, services or restaurants should be located on the ground floor (street level). Additional businesses, offices, and restaurants may be located on upper floors.
- d) **Service access** - Should be located to the rear of buildings and designed with landscaping, screening, and features that match the surrounding architectural features and site conditions.

2. **CIRCULATION**

- a) **Linkages** - Create continuous linkages designed for pedestrian, bike, and vehicular movements.
- b) **Mixed Traffic** - Where possible, allow for a mixture of vehicles both service and customers (except for frequent semi-truck deliveries that should be made to the rear of buildings).

3. **BUILDINGS DESIGN**

- a) **Position and Spacing** - Should be fronted on property lines with no spaces or small spaces between each building.
- b) **Building alignment** - Relationship to the street shall be parallel or perpendicular, rather than oblique or diagonal, to at least one street front.
- c) **Façade Alignment** - Front facades shall be parallel to the street with the major roof ridges either parallel or perpendicular to at least one street front.
- d) **Façade Design** –
 - **Rhythm** - Strong presence with corresponding alignment of fenestration and ornamentation.
 - **Interaction** - Encourage large windows at ground levels that allow people to see activities and goods inside.
 - **Compatibility** - Side and rear facades shall be compatible with overall building design concept.
 - **Visual Interest** - Blank walls and monotonous elevations shall be avoided unless the wall is obscured from view.
 - **Tri-Formed Design** - All facades shall express base, middle and top articulation. Base facades should include elements such as doors, windows, textures, projections, awnings and canopies, ornamentation, etc. which help relate the façade to the human scale.

- **Design Enhancement** – Utilize natural materials and special features to define entrances, corners and links to other buildings and public spaces.
 - **Entryways** - Front entries for general public use are required, but other additional side or rear entries are permissible.
- e) **Complementing or Creating Public Spaces** – use buildings to form public spaces by emphasizing the shape of plazas with appropriately scaled design details and windows to enhance pedestrian travel.

4. STREETScape

- a) **Definition** – Design street entrances and exits in the commercial area to give the driver and pedestrian a strong sense of a distinct public place.
- b) **Continuity** – Reinforce continuity with street lights, paving patterns, street signage, furniture and landscaping.
- c) **Sense of Place** – Include the use of public art or strong visual elements in the corridor to establish a sense of place and develop a desired character of the area.
- d) **Activity** - Designs should encourage street level pedestrian activity.

5. SIGNAGE

New signage should be traditional in character to complement the architecture of the buildings in the neighborhood.

- a) **Signboards** - A flat signboard with hand painted or raised lettering is the most appropriate type of sign for older commercial buildings. These signs should be placed in the narrow band above the storefront called the sign zone and be externally lighted.
- b) **Awning Signs** - Awning signs have lettering on the edge flap or “skirting” of the awning. Lettering on the main part of the awning is generally not permitted.
- c) **Display Window Lettering** - Another common type of storefront signage is lettering that is painted on or etched into the interior side of display windows and glazed entry doors. These signs should consist of only lettering and/or a logo, should not cover more than 1/5 of the area of the glass panel, and should not obscure the display area.
- d) **Hanging Signs** - Hanging signs are signs that project from building’s wall and are supported by metal brackets. These signs are sometimes made in the likeness of objects or symbols associated with a particular type of business. These signs should project no more than five feet from the face of the building, and should not obscure the signage of other nearby businesses. The signs and brackets should be designed to complement the architecture of the building and mounted in the mortar joints of masonry buildings. All projecting signs should be hung within the base zone of the building or parallel to the second story windows, and be externally lit. Internally lit and moving projecting signs are generally not permitted.
- e) **Transom Signs** - A transom sign is made of leaded glass letters that are built into the transom above the storefront display window or door. These can be illuminated at night with backlighting or illuminated from the glow of interior store lights. These signs can

be made today by leaded glass crafts workers and can be made “as easy to remove” panels that can be changed when tenants change.

- f) **Neon Signs** - Neon signs first became popular in the late 1920’s and 30’s, and are seeing a renaissance in popularity today. There are many neon sign artists who can design new signage that will complement an older storefront. Exterior neon signs are most appropriate for post 1920’s commercial buildings, while neon signs that are mounted within a display window can be successfully adapted for use on all types of commercial structures.
- g) **Yard & Sidewalk Signs** - When appropriate, permanent yard signs as well as portable sidewalk signs (“sandwich boards”) displayed during business hours can also be used.
- h) **Sign Content** - No matter which type of sign is chosen, they should include only the formal name of the business, the nature of the business, and the address. There should be no advertising of brand names, credit card, service club affiliations, etc. This information detracts from the readability of the primary message of the sign.
- j) **Integration** – Signs, awnings and façade treatments shall be integrated with the building’s architectural character and building arcade.
- k) **Prohibitions**
 - Signs shall not be painted directly onto any wall, roof, or structural element of a building.
 - Signs shall not be located above the bottom of the second floor windows.
 - Projecting signs shall not extend more than five feet from the building.
 - Free standing signs (accept gateway monument signs or temporary signs).

6. PARKING

- a) **Location** - On street parking should be provided whenever possible. Otherwise, parking should be located to the rear of buildings or in mid-block courtyards.
- b) **Integration** –
 - Parking areas shall be hard surfaced, public spaces with shared, visually integrated parking and pedestrian areas that create visual distinctions to illustrate the intended flow of vehicular and pedestrian traffic.
 - Parking patterns shall match and reinforce the geometry of building and site conditions.
 - Design parking areas with other architectural features and public space elements of the street.
 - Parking areas should be viewed as a continuation of the street areas.
- c) **Differentiation** – Utilize materials that provide a clear differentiation between the travel zones, parking and pedestrian zones.
- d) **Enhancements** – Decorative lighting and other visual amenities should be used to reinforce the design of the public places.
- e) **Shared Facilities** - Shared parking and cross access connections should be encouraged.
- f) **Bicycles** - Bicycle parking may be shared between uses and should be centrally located, easily accessible, and visible from streets or parking lots.

7. LANDSCAPING

- a) **Definition of Place-** Landscaping should be used to reinforce the geometry of the public space and signify entrances and exits to the commercial area.
- b) **Site Planning Consideration -**
 - ◆ Plantings should be placed on the ends or perimeter of the green spaces to allow activity to occur in the middle.
 - ◆ All buffer areas, site perimeters and remaining portions of a site not devoted to driveways, parking areas, or paved work areas should be landscaped.
 - ◆ Create significant landscapes such as groves and gardens between buildings that encourage active use.

CITY OF RACINE, WISCONSIN

REDEVELOPMENT AUTHORITY RESOLUTION 04-19

WHEREAS, On December 11, 2003, the Redevelopment Authority of the City of Racine, adopted Resolution 03-14, which designated the Washington Avenue - West Boulevard Commercial Area as a redevelopment area and directed that a Redevelopment Plan for the area be prepared, and

WHEREAS, At its meeting on December 16, 2003, the Common Council of the City of Racine affirmed the action of the Authority, and

WHEREAS, The Authority has prepared a Redevelopment Plan for the Washington Avenue - West Boulevard Commercial Area in conformity with Section 66.1333, Wisconsin Statutes, and

WHEREAS, On October 7, 2004, the Authority held a public hearing on the proposed Redevelopment Plan as required by Section 66.1333, Wisconsin Statutes;

NOW, THEREFORE, BE IT RESOLVED, By the Redevelopment Authority of the City of Racine, that the Authority finds the Redevelopment Plan for the Washington Avenue - West Boulevard Commercial Area to be feasible and in conformity with the general plan of the City of Racine; and, be it

FURTHER RESOLVED, That the Authority does hereby approve the Redevelopment Plan for the Washington Avenue - West Boulevard Commercial Area; and, be it

FURTHER RESOLVED, That the Redevelopment Plan for the Washington Avenue - West Boulevard Commercial Area be transmitted to the Common Council of the City of Racine for approval.

Fiscal Note: A Tax Increment District (TID) is proposed to fund the costs associated with the Redevelopment Plan. A TID plan is in preparation.

Adopted on: October 7, 2004

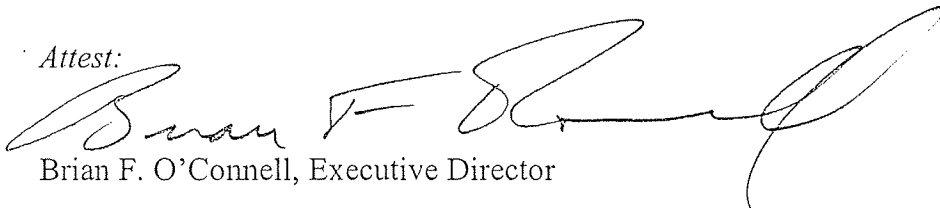
Seal

By a Vote of

For: 6

Against: 0

Attest:


Brian F. O'Connell, Executive Director

RESOLUTION NO. 6196

By Alderman Spangenberg:

RESOLVED, that the Redevelopment Plan for the Washington Avenue - West Boulevard Commercial Area, as approved by the Authority on October 7, 2004, be approved by the Common Council.

Fiscal Note: A Tax Increment District (TID) is proposed to fund the costs associated with the Redevelopment Plan. A TID plan is in preparation. This redevelopment project is included in the 2005 Capital Improvement Plan.

A handwritten signature, possibly 'A', is located below the fiscal note section.