

Steven Madsen,
Emmanuel Okoro, &
Gina Vlach



DAVITA DIALYSIS CLINIC

West Racine, WI

Building Elevation



PROJECT SUMMARY

Elevations

Building Elevation

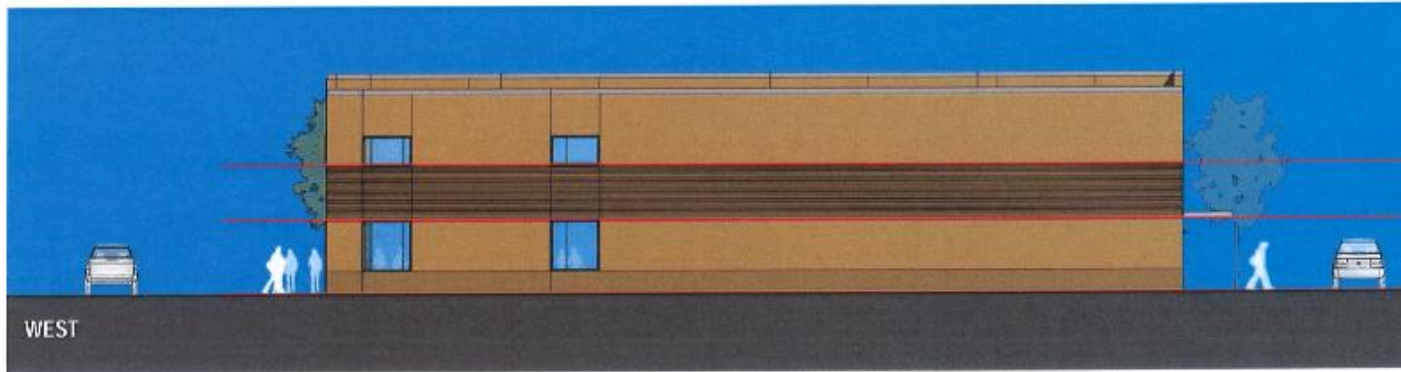


SOUTH

TOP

MIDDLE

BASE



WEST

MATERIALITY
SHADOW PLAY

HUMAN
SCALE

PROJECT SUMMARY

Elevations

All new primary buildings shall have a façade treatment on each elevation of brick, decorative masonry block...or similar products applied at least eight feet above grade.

full masonry vs. decorative masonry

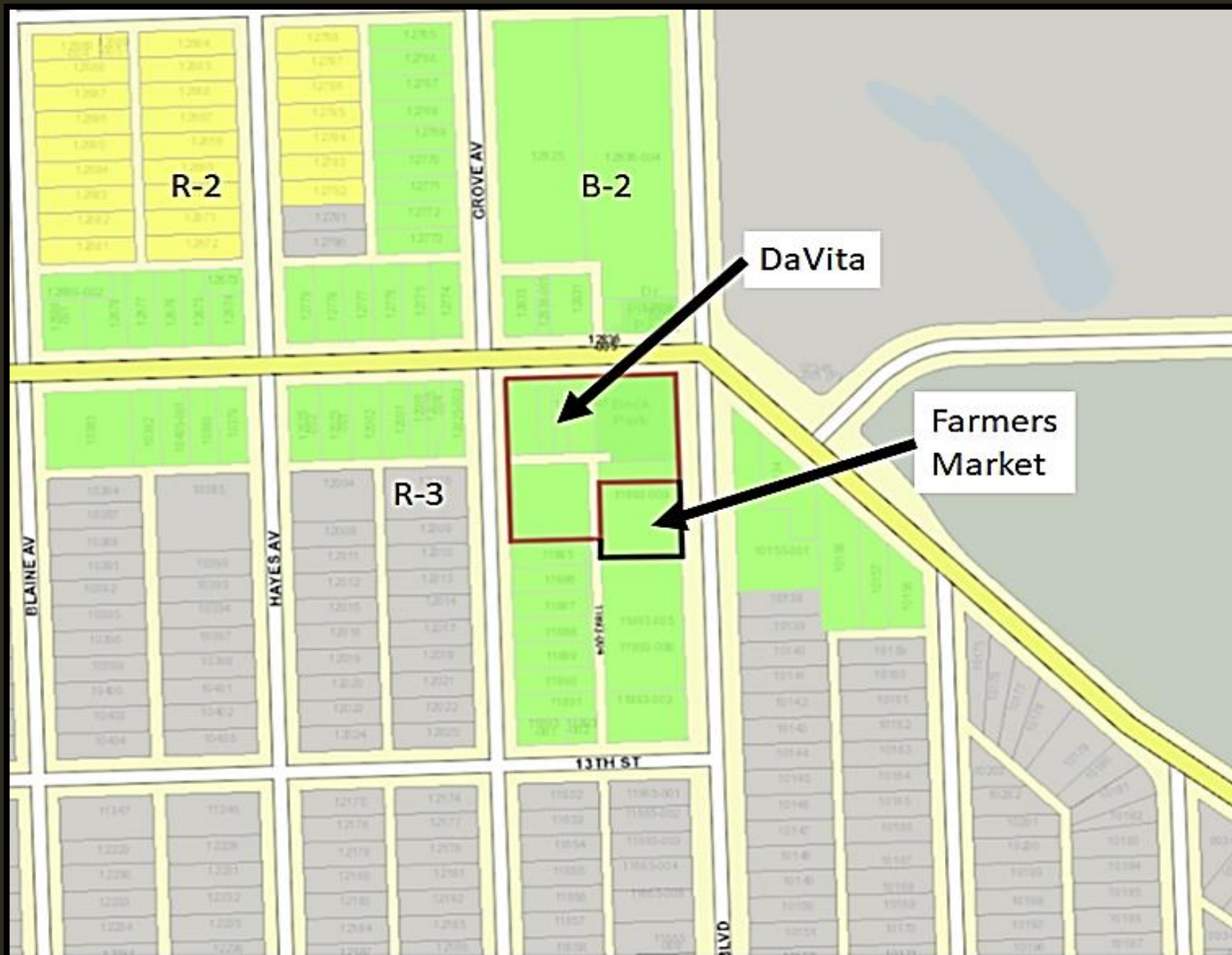


Sec. 114-735.5 Building design Standards (b)(1) Ord. No. 15-04, pt. 3, 4-19-04; Ord. No. 10-0, pts. 1, 2, 6-7-05)

PROJECT SUMMARY

Materials

ZONING ANALYSIS



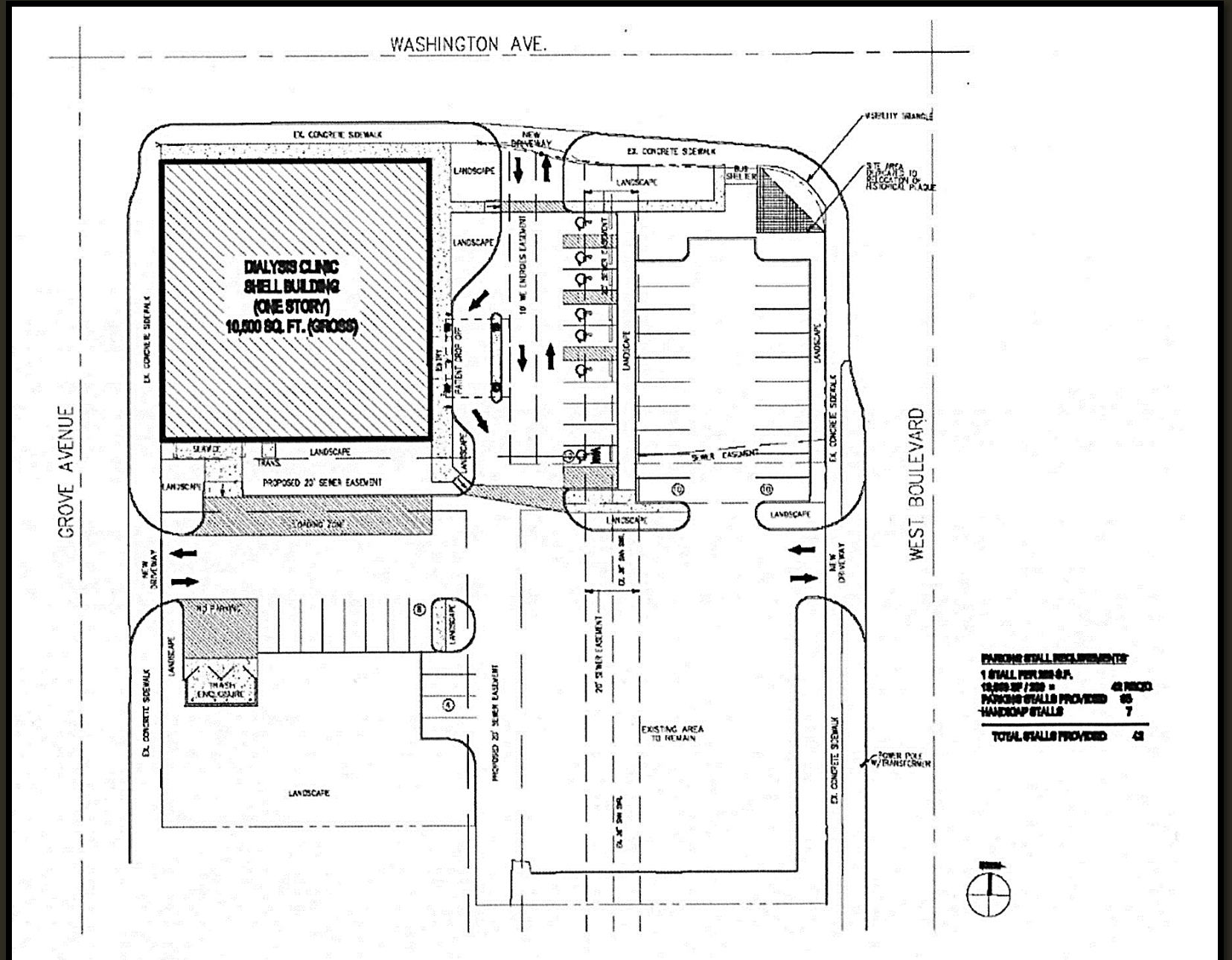
Use

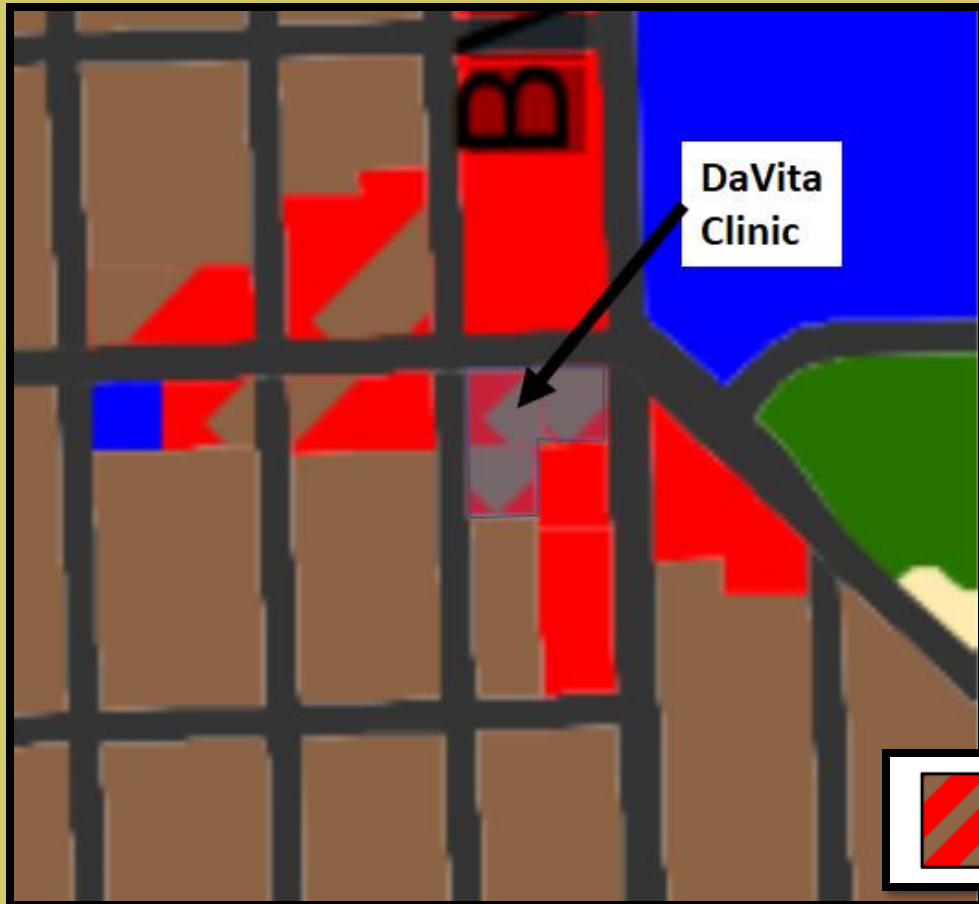
F. A. R.

Setbacks

Design

Parking





A Comprehensive Plan for the City of Racine: 2035

Economic
Redevelopment

Job Creation

Tax Base

MASTER PLAN

Basic Requirements

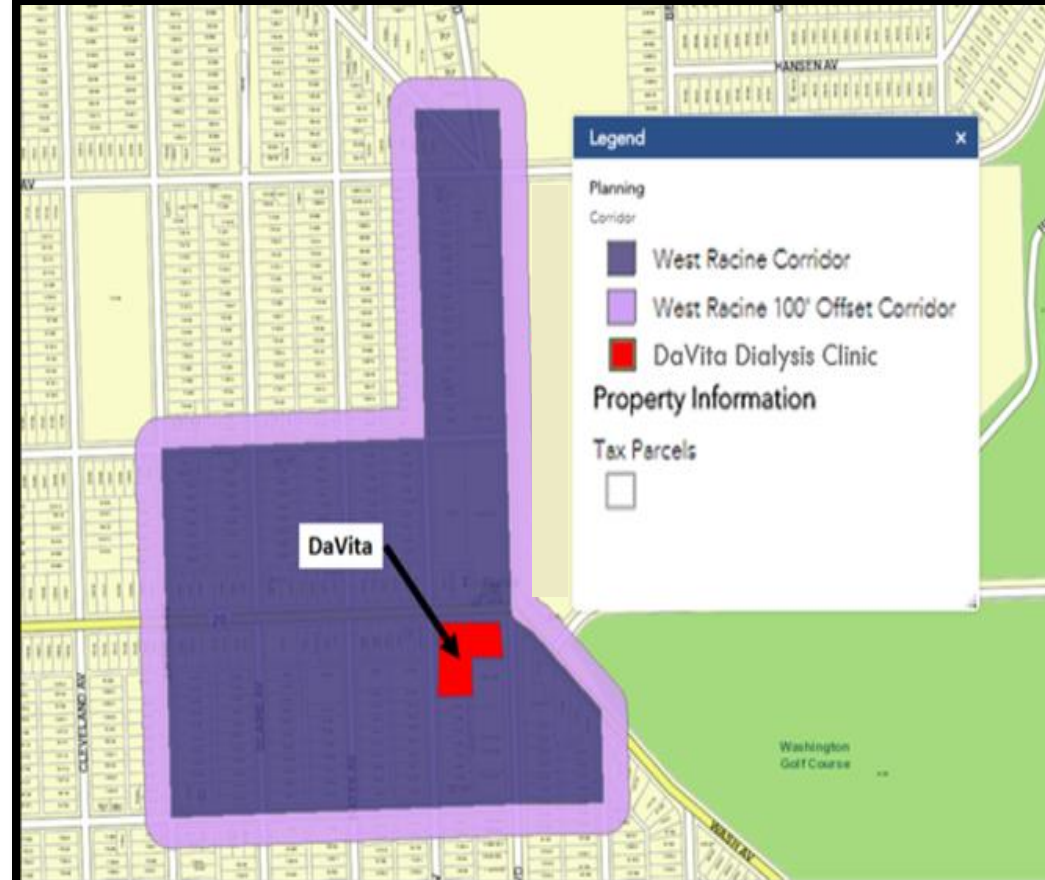


City
Development Preview

City Plan Commission
(Public Hearing)

Common Council
Approval

West Racine Access Corridor Overlay District



APPROVAL SUMMARY



APPROVAL SUMMARY



City Redevelopment Preview

- Preview application for completeness
- Prepare for a public hearing

Plan Commission Proceedings

- Public reactions
- Consensus decision
- Unknown source, Petition with 108 signatures
- Two weeks deferral to resolve issues; Request from Mayor John Dickert, Chairman.
- Petition Investigation review
- Second meeting and adoption

Common Council Approval

- Voting process
- A landslide result of 13 — 2 in favor of DaVita Dialysis Clinic development proposal
- Approved August 19th, 2014.

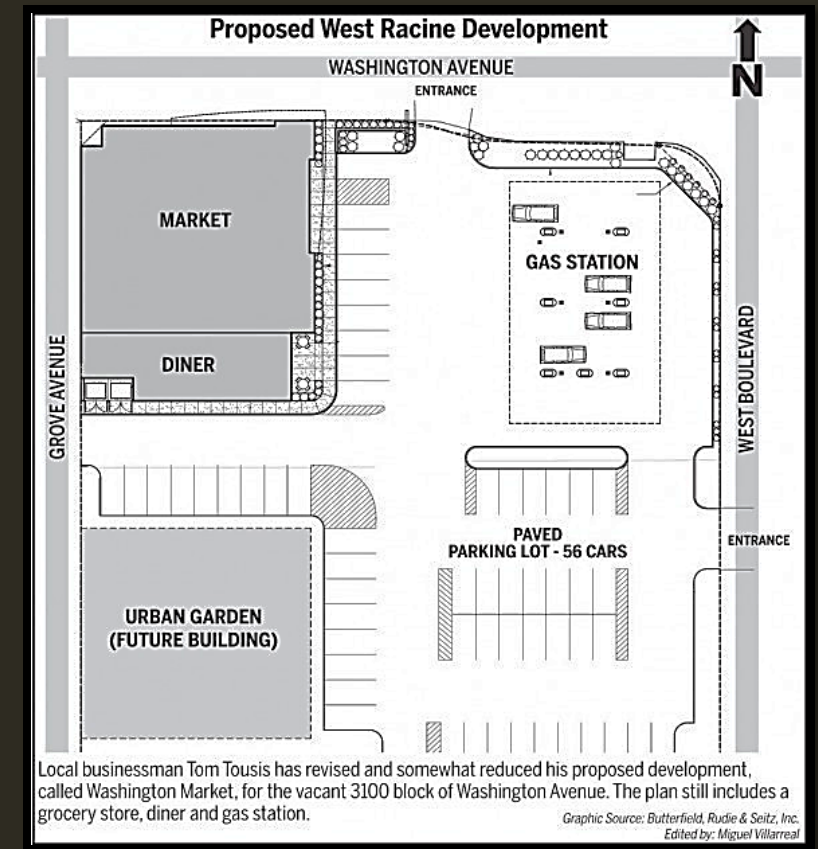
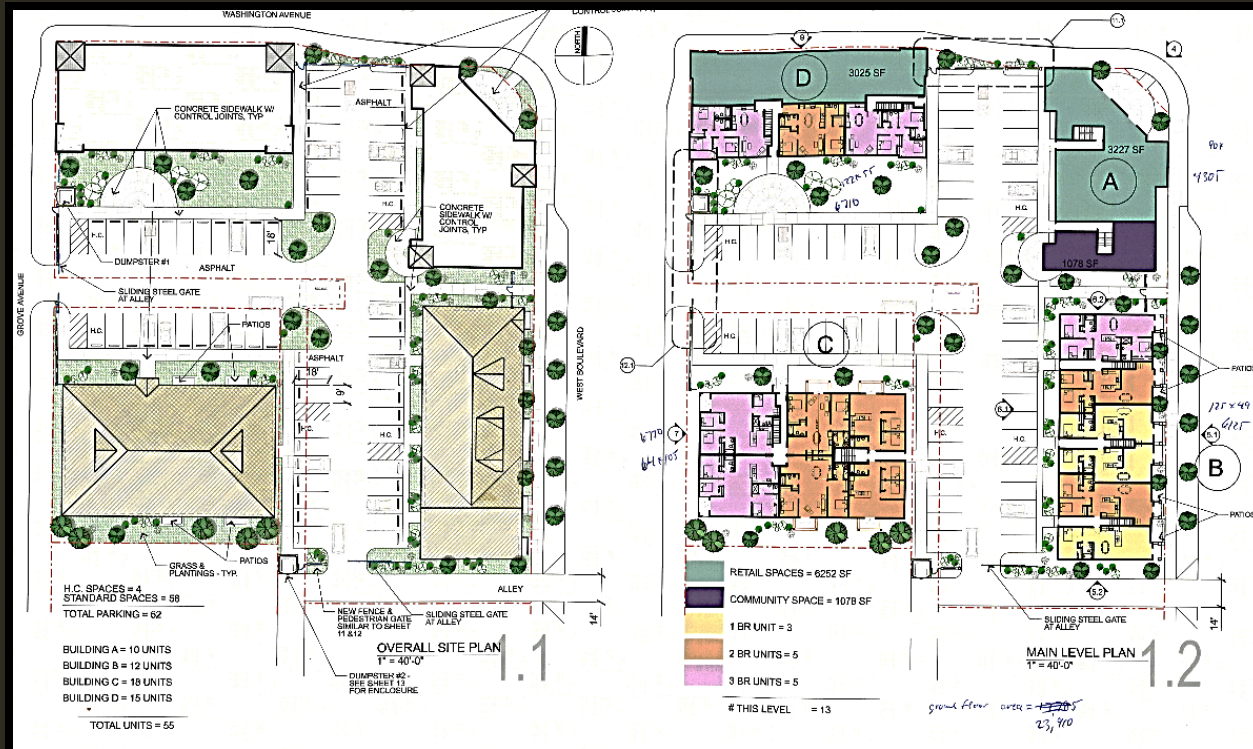
WHAT WENT WRONG?



Discrepancy between West Racine Redevelopment Plan and Regulations (Ex. Signage)

- Plan - "Any Signs that are lighted shall be externally lighted. Backlit signs are not allowed"
- Regulation - (Sec. 114-1078.) "Illuminated, nonflashing identification, and on-premises signs are permitted in B2 community shopping district."

WHAT WENT WRONG?



Public Input

- Several development opportunities met with opposition despite matching revitalization goals

WHAT COULD HAVE BEEN DONE?

- Stronger more specific design guidelines.
- Pushing harder to enforce all guidelines and get more from developers.
- Strengthening outreach to citizens.

A solid yellow vertical bar is positioned on the left side of the image, extending from the top to the bottom.

ANY QUESTIONS?