

**MARION ROAD/PEARL AVENUE PROJECT  
REDEVELOPMENT PLAN  
MODIFICATION # 4**



**CITY OF OSHKOSH  
DEPT OF COMMUNITY DEVELOPMENT**

**June 2000**

*Plan adopted by Common Council on June 27, 2000*

## TABLE OF CONTENTS

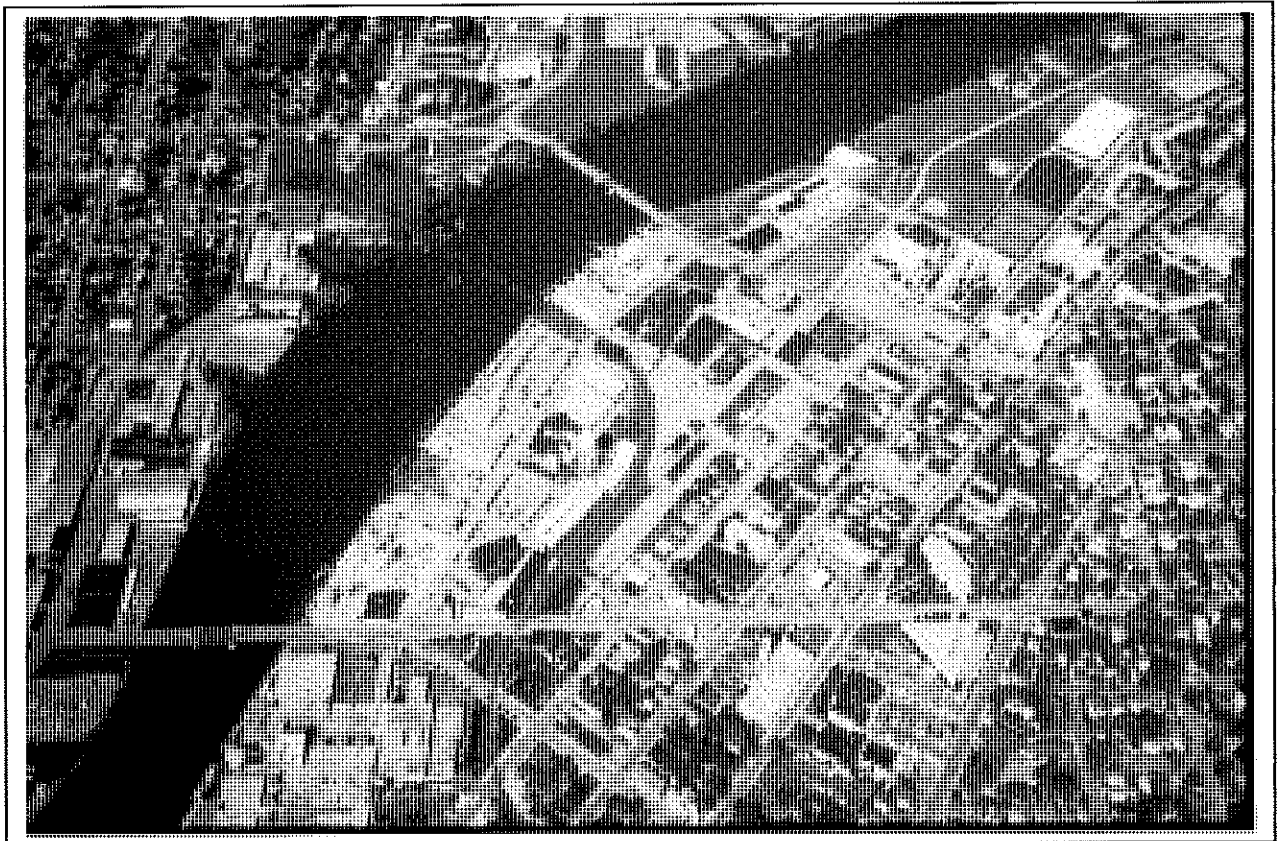
Introduction	1
Intent	4
Scope	4
Statutory Authority	5
Redevelopment Objectives	5
Consistency with Local Plans	6
Modification # 4 – Marion Road/Pearl Avenue Redevelopment Plan	
Project Area Boundaries and Description	6
Historical Land Use	7
Existing Land Use and Ownership	7
Existing Structural / Parcel Conditions	7
Existing Zoning	7
Proposed Zoning and Land Use	8
Project Implementation	
Land Acquisition, Site Preparation, and Demolition	8
Relocation	9
Land Disposition	8
Proposed Site and Public Improvements	9
Performance Standards	10
Compliance with Local, State, and Federal Regulations	11
Project Financing	11
Redevelopment Plan Modification Procedures	12
Appendix A Maps	
Map 1 Central City Planning Area	13
Map 2 Project Plan Existing and Proposed Boundaries	14
Map 3 Existing Land Use	15
Map 4 Parcel Identification	16
Map 5 Structural and Conditions	18
Map 6 Existing Zoning	19
Map 7 Proposed Zoning	20
Map 8 Proposed Land Use	21
Map 9 Land to be Acquired	22
Map 10 Land to be Disposed	23
Appendix B Zoning Excerpts	24
Appendix C Excerpts from Marion Road/Pearl Avenue Requests for Proposals	31



## MARION ROAD/PEARL AVENUE REDEVELOPMENT PLAN Modification # 4

### I. INTRODUCTION

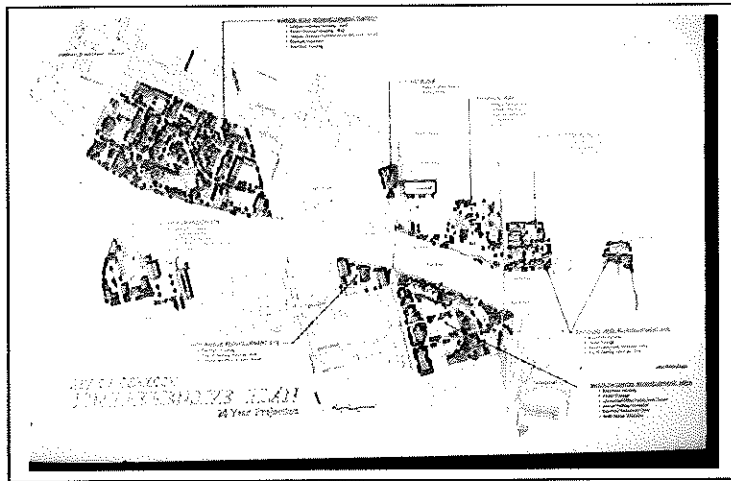
Located adjacent to the Fox River and between the Central Business District (CBD) and the University of Wisconsin-Oshkosh is the Marion Road Industrial District. The City of Oshkosh Comprehensive Plan, adopted in August 1993, identified the industrial district as a special planning area of the Central City. This industrial district encompasses approximately 44 acres and has been in existence for over 100 years. The district is characterized by a majority of manufacturing uses along with some commercial and residential uses as well as vacant parcels and buildings.



In this project area, the Comprehensive Plan calls for:

- Phasing out of industrial uses in the area.
- Clearance and redevelopment of the Universal Foundry property.
- Targeting the Radford plant site for redevelopment.
- Expansion and improvement of the campus oriented commercial district on Wisconsin Street.
- Realignment of Marion Road.
- Development of new housing.

The City's 1993 Comprehensive Plan targeted the Marion Road/Pearl Avenue area for redevelopment. On September 22, 1998, the Common Council approved the Marion Road/Pearl Avenue Redevelopment Plan, Tax Incremental Financing District #13 (TID #13), and an amendment to Tax Incremental Financing District #7 Southwest Industrial Park to allocate positive tax increments to TID #13 to help provide a financing mechanism for project plan improvements. In May 1999,



the City approved Modification #1, adding two parcels on the west side of Jackson Street south of Pearl Avenue to the redevelopment project area. In September 1999, the City approved Modification #2 to add six properties along Wisconsin Street that included three tavern uses and a small strip mall. And in January 2000, Modification # 3 was approved to take in the vacant gravel lot at the northwest corner of Marion Road and Jackson Street as well as some right of way along Jackson Street.

The expansion of the redevelopment area will enable the city to continue in its redevelopment efforts to acquire and assemble blighted, functionally obsolete, underutilized, or irregular shaped properties within the area pursuant to its objective of the overall redevelopment of the Marion Road Industrial District. As parcels are acquired, the City may hold or reconfigure the assembled properties to create larger redevelopment sites. Additionally, it will be possible to relate some of the properties identified for acquisition in this proposed modification area to parcels where the city has already received proposals for redevelopment.

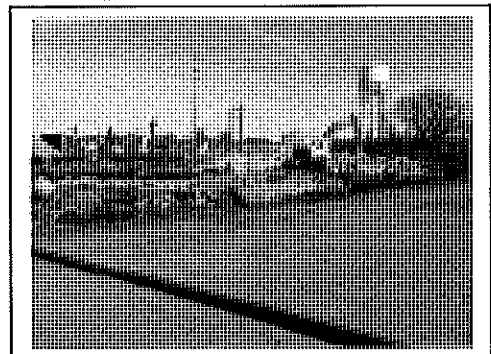
Previous planning efforts and studies have identified the need to pursue redevelopment efforts in the Fox River Corridor:

- The 1971 City Plan "A City – A River" recommended that the Marion Road/Pearl Avenue area undergo redevelopment for a combination of recreational, commercial, and higher density residential uses.
- The City's 1973 Comprehensive Plan emphasized the importance of pursuing revitalization activities along the Fox, and in the late 70's the City began redevelopment efforts with implementation of the Excelsior-Badger Redevelopment Project, which provided sites for the Bridgeview Office Centre, and Fox Valley Technical College-Oshkosh campus. A new grocery store, riverfront housing, park-related facilities, and a new senior center were also developed in the area.
- In the early 1980's, the City acquired the deteriorating Delttox plant facilities on the north side of the river on the west side of Wisconsin Street. Riverfront park facilities were developed, and the least deteriorated buildings were leased to a private entity as

a means of financing the purchase of property. At the conclusion of the lease period it is anticipated that the buildings will be razed to further open up this area of the riverfront for additional park facilities and/or athletic fields.

- In 1991 the City continued these efforts with the acquisition of the old, and for the most part, functionally obsolete Radford plant facilities. The City agreed to acquire the plant site in exchange for land in the City's Northwest Industrial Park. Again, this acquisition was consistent with previous recommendations for the redevelopment of the Fox River Corridor.
- In 1993 the City adopted an updated Comprehensive Plan that included specific recommendations for redeveloping the old Radford plant site and for incorporating that site as part of a broader redevelopment area that would include the Universal Foundry property.
- In 1998 the City adopted the Marion Road/Pearl Avenue Redevelopment Project Area and Tax Incremental Financing District #13 to begin implementation of redevelopment activities in the Marion Road area.
- In 1999 the City acquired the Universal Foundry property and hired STS Consultants to provide environmental related services to deal with brownfield conditions in the area.
- In 1999 the City acquired Shilobrit Dry Cleaners and the vacant Stadtmueller building located at 145 and 161 Jackson Street respectively.
- In 1999 the City was awarded a \$180,000 brownfields redevelopment grant from the State Department of Commerce for the Universal Foundry Property.
- In 2000 the City received a \$242,000 Sustainable Urban Development Zone (SUDZ) grant from the Department of Natural Resources to conduct brownfield redevelopment activities.
- In 2000 the City received a \$200,000 grant from the Environmental Protection Agency to conduct environmental assessment and testing activities of brownfields in the Fox River corridor.
- In 2000 the City approved Modification #3 to reinforce past efforts and increase the scope of redevelopment activity in the area.
- 1999-2000 the City razed the structures on the old Radford and Universal Foundry properties.
- In 2000 the City began drafting plans for infrastructure improvements in the redevelopment area.
- In 2000 the City initiated a request for proposals process for four parcels in the redevelopment area and subsequently received development proposals.
- In 2000 plans will be made to expand TID # 13 to add additional territory to the District and add projects to the Project Plan.
- Approval of Modification # 4 will build on past redevelopment efforts and significantly contribute to the total redevelopment of the Marion Road Industrial District.

Demolition work has been completed on structures within the Universal Foundry and Radford plant site areas. Field survey work has commenced relative to the preparation of



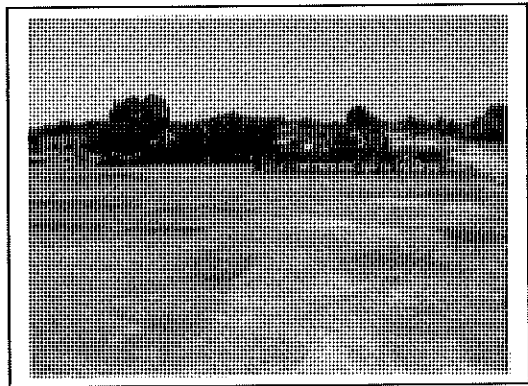
detailed plans for the widening and extension of Warren Road, as well as for the realignment of Marion Road. The City's 2000 - 2004 Capital Improvement Program has included the street improvements for construction during 2000.



The properties proposed for inclusion in the project area are a variety of uses including manufacturing, residential, institutional, and commercial land uses. The residential parcels are generally undersized per current zoning standards and the structures are generally in substandard condition. The irregular layout of the parcels in the area north of Marion Road and subsequent structure development has led to what appears to be a disorganized and inefficient

development pattern. The majority of the structures in the area were constructed many years ago and show signs of age or obsolescence.

This proposed modification involves adding 19 parcels to the overall redevelopment area that will allow the city to initiate redevelopment activities in these new areas as well as to build upon current redevelopment efforts in the area. Map # 2 shows the proposed new boundaries of the redevelopment area. This modification will allow for acquisition, clearance, remediation, and infrastructure improvements to take place in the new area.



### **A. Intent**

It is the intent of this modification of the approved Redevelopment Plan to identify the geographic area of the Marion Road/Pearl Avenue Redevelopment Plan area as well as to identify the proposed area for expansion of the Redevelopment Plan. This modification will also specify the type of redevelopment activities appropriate for this area and the methods in which those redevelopment activities will be carried out. Implementation of this Plan is consistent with past efforts and constitutes a significant step toward redevelopment of the central city and this area in particular.

### **B. Scope**

The Plan provides a framework for acquisition, disposition, and reuse of lands within the proposed modification area. In addition to addressing planning and related concerns, the document outlines a process for implementing a partnership between developers and the City of Oshkosh. Provisions for amendments to the plan are described in Part IV(H). All entities engaged in activities as part of the plan, or its implementation, are obligated to comply with the conditions contained herein unless otherwise agreed upon or specified by the Common Council.

### **C. Statutory Authority**

The preparation and adoption of this plan, and its implementation are enabled pursuant to Wisconsin Statutes, Section 66.43, as amended.

### **D. Redevelopment Objectives**

Recognizing the City's intent as specified in Part I(A) above, and the purpose and scope of Wisconsin Statutes, Section 66.43, the following redevelopment objectives have been identified:

1. Eliminate obsolete and deteriorating or deteriorated buildings, blighting influences, and environmental deficiencies which detract from the functional utility, aesthetic appearance, economic and environmental welfare, and general health and safety of this section of the City of Oshkosh, and to aid in the prevention of blight.
2. Provide for the orderly physical and economic growth of the City of Oshkosh through planned and controlled redevelopment.
3. Encourage coordinated redevelopment of parcels to achieve efficient building design, maximum utilization of sites, beautified off-street parking and service facilities, and integral pedestrian connections and open spaces, giving consideration to high standards of design for new development, rights-of-way, landscaping, and open spaces.
4. Achieve private redevelopment of parcels that will add to the tax base of the City of Oshkosh and are in keeping with good land use planning principles.
5. Assure that the design of all buildings will be in harmony with adjoining public, and semi-public developments.
6. Assure that buildings are designed, located, and oriented to serve the area and to capitalize on existing views and open spaces.
7. Maximize utilization of Central City property in a manner consistent with the goals of the Comprehensive Plan.
8. Assemble land into parcels functionally adaptable with respect to shape and size for disposition and redevelopment in accordance with contemporary redevelopment needs and standards.



## **E. Consistency with Local Plans**

The goals of the Comprehensive Plan as they relate to this modification of the redevelopment plan are as follows:

- Maintain a strong economic base in the central city;
- Revitalization of the central city;
- Enhance environmental quality, promote good design, and eliminate or lessen land use conflicts throughout the community;
- Gradually phase out existing industries in the Marion Road Area;
- Redevelop older sections of the City that are underutilized, blighted, obsolete, or otherwise identified in the Comprehensive Plan as target redevelopment sites;
- Encourage the efficient utilization of land;
- Encourage rational land use patterns which will not result in incompatibility between adjoining land uses;
- Expand and upgrade commercial uses fronting on Jackson Street.
- Expansion and improvement of the campus oriented commercial district on Wisconsin Street.

The activities proposed in this plan are consistent with goals of the City's Comprehensive Plan.

## **II. Marion Road/Pearl Avenue Redevelopment Plan (change remove Lamico)**

### **A. Project Area Boundaries and Legal Description**

A part of Western Addition Blocks A, C, E, F, G, L, M and N, Libbey's Replat, Warren Road and vacated Warren Road, vacated Bell Place, Radford Place and vacated Radford Place, Dawes Street and vacated Dawes Street, and vacated Hancock Street, Jackson Street, all in the First Ward, City of Oshkosh, Winnebago County, Wisconsin described as follows:

The area is generally located east of Wisconsin Street, west of Division Street, north of the Fox River, and south of Pearl Avenue. The parcel commences at a point that is 5 feet northwesterly of the most northerly corner of Lot 7 in the Western Addition Block L as measured along the southwesterly line of Pearl Avenue; thence southeasterly along the southwesterly line of Pearl Avenue and the extended southwesterly line of Pearl Avenue to the centerline of Jackson Street; thence south along the centerline line of Jackson Street to the northerly shoreline of the Fox River; thence northwesterly along the northerly shoreline of the Fox River to the northwesterly line of Lot 3 Western Addition Block A; thence northeasterly along the northwesterly line and extended northwesterly line of said Lot 3 to the southwesterly line of Marion Road: thence northwesterly along southwesterly line of Marion Road to a point that bears S. 30°59'45" W. of a point on the northerly line of Marion Road that is 19 feet southeast of the southwest corner of Lot 19 Western Addition Block E as measured along the northerly line of Marion Road; thence N. 30°59'45" E. to the northerly line of Marion Road; thence N. 30°59'45" E., 132.21 feet to the centerline of vacated Hancock Avenue; thence N. 52°03'42" W., 179.79 feet along the centerline of vacated Hancock Avenue: thence N. 39°00'56" E., 149.92 feet to the northwest corner of Lot 24 Western Addition Block F; thence S. 52°04'30" E., 119.97 feet to the southeast corner of Lot 12 Western Addition Block F; thence N. 39°03'20" E. along the southeasterly line of said Lot 12

and the extended southeasterly line of said Lot 12 to the centerline of vacated Warren Road; thence northwesterly along the centerline of vacated Warren Road to the extended northwesterly line of Lot 11 of the Western Addition Block F; thence southwesterly along the extended northwesterly line of said Lot 11, 24.98 feet to the former northerly right-of-way line the Wisconsin Central Limited R.R.; thence westerly 704.56 feet along the arc of a curve concave to the left of radius 618.11 feet and whose chord bears S. 88°25'56.4" W., 667.03 feet and which is also the former northerly right-of-way line of the Wisconsin Central Limited R.R. to the southeasterly line of Dawes Street; thence southwesterly along the southeasterly line of Dawes Street to the northerly line of Marion Road; thence northwesterly to the northwest corner of Dawes Street and Marion Road; thence northwesterly along the northerly line of Marion Road to the southeasterly line of Wisconsin Street; thence northeasterly along the southeasterly line and extended southeasterly line of Wisconsin Street to the most northerly corner of Lot 1 of C.S.M. 1584 of Winnebago County Records; thence S. 51°33'59" E., 177.27 feet along the northerly line of said Lot 1 to the most easterly corner of said Lot 1; thence S. 51°33'59" E., 179.04 feet along the northerly line of Lots 18, 17, 16, and 15 of the Western Addition Block L; thence N. 38°50'26" E., 123.75 feet along a line 5 feet westerly of the easterly line of Lot 6 of said Block L to a point on the southwesterly line of Pearl Avenue also being the point of beginning.

Said parcel contains approximately 30.20 acres.

#### **B. Historical Land Use**

Historically, the Marion Road area has been used for industrial purposes with some residential and commercial uses located along Pearl Avenue and Wisconsin Street. Land use patterns and parcel configurations reflect this characteristic with narrow residential lots and irregularly shaped large parcels used for manufacturing purposes which have changed over the years due to changes in adjacent ownership. Parcel configuration was also affected by the former railroad right of way that cut through the center of the district.

#### **C. Existing Land Use and Ownership**

The existing land uses are shown on Map 3. There are 19 parcels proposed for inclusion in this modification. Of the 19 parcels, ten are residential, three are commercial, one is City owned, one institutional use, and four are industrial. Individual parcels in the project plan area are shown and numbered on Map 4.

#### **D. Existing Structural and Parcel Conditions**

The majority of the structures in the overall redevelopment area are functionally obsolete or are in need of rehabilitation according to today's building standards. All structures and parcels were subjected to a visual inspection and rated based upon visual deficiencies or signs of deterioration and property conditions. Map # 5 shows the conditions of real property in the district.

### **E. Existing Zoning**

The subject properties are zoned M-2, Central Industrial District and shown on Map 6.

## **III. PROPOSED PROJECT AREA ZONING AND LAND USE**

### **A. Proposed Zoning and Land Use**

It is proposed that the subject properties as well as all properties in the overall redevelopment plan area be zoned C-3PD Central Commercial with a Planned Development District Overlay. The proposed zoning will allow for a variety of commercial and retail uses as well as multiple family units. The planned district overlay will allow more flexibility in development designs while providing safeguards to ensure orderly and compatible developments through subsequent Plan Commission and Council reviews. Map 7 shows the proposed zoning. The proposed land uses in the redevelopment plan area are illustrated in Map 8.

## **IV. PROJECT IMPLEMENTATION**

### **A. Land Acquisition, Site Preparation, and Demolition**

After ratification of this plan by the City of Oshkosh Plan Commission and the Oshkosh Common Council, the City will initiate acquisition of the properties within the redevelopment plan area. Parcels to be assembled in the project plan area are identified on Map 9, Land Acquisition. Land assemblage by the City may be by purchase, exchange, donation, lease or eminent domain and may be for the purpose of (a) sale, lease or conveyance to private developers, or (b) sale, lease, conveyance or dedication for the construction of public improvements or facilities. Furthermore, the City may require written redevelopment agreements with developers before acquiring any properties. Once acquired, parcel configurations will most likely be altered to create more viable development sites as has been done in the initial Redevelopment Project Plan area.

As appropriate, the City may devote acquired property to temporary uses until such property is scheduled for disposition and redevelopment.

The City may demolish improvements, remove and grade soils and prepare sites with soils and materials suitable for new construction. Clearance and demolition will, to the greatest extent possible, be timed with redevelopment activities so that tracts of land do not remain vacant for extended periods and so that the adverse effects of clearance activities may be minimized.

The City Attorney and the Department of Community Development will facilitate land assembly.

## **B. Relocation**

Where relocation of individuals or business operations takes place as a result of city acquisition activities within the project plan area, relocation will be carried out in accordance with applicable relocation requirements as set forth by State of Wisconsin and Federal regulations. Reference to these regulations is contained in Part IV (F) of this plan.

## **C. Land Disposition**

Once assembled, land will be disposed of by sale in accordance with provisions contained in Wisconsin Statutes, Section 66.43. Properties to be disposed of in the project plan area are shown on Map 10, Land Disposition.

As has been done in the initial Redevelopment Project Plan area, the City will likely initiate a "Request for Proposals" process to dispose of the acquired land. However, it may be possible to relate some of the properties identified for acquisition in this modification to properties previously acquired in the existing Redevelopment Plan area. As an appendix to this Project Plan, a copy of the Request for Proposals has been included.

When the project plan area is to be disposed, in addition to terms and conditions as specified by the Plan Commission and Common Council, the purchasers shall enter into an agreement with the City. Said agreement shall contain all terms and conditions specified by the Plan Commission and the Common Council, and all assurances necessary to insure consistency with the objectives of the Plan.

## **D. Proposed Site and Public Improvements**

The City may provide public improvements and facilities that are necessary to service the redevelopment area and the City as a whole. Public improvements and facilities may include, but are not limited to:

### **a) Roadways, Utilities, and Related Improvements**

A range of individual roadway, utility, and related improvement projects, from repair and resurfacing to major reconstruction may be undertaken. At this time it is proposed to reconstruct Pearl Avenue from the end of the Warren Road extension to Jackson Street. It is also planned to reconstruct Marion Road from Jackson Street west to the street realignment planned as part of the original redevelopment and TID area.

### **b) Streetscape and Related Improvements**

Landscape/buffer improvements, street lighting and general beautification improvements may be provided.

### **c) Parks and Open Space Improvements**

Future parks, open spaces, and public or private plazas may be provided. Links to future and existing regional trail systems may be provided.

At this time there are no immediate plans for the redevelopment of properties within the proposed modification area other than to initiate acquisition and clearance of said properties to eliminate blighting conditions as well as environmental investigation and remediation activities.

## **E. Performance Standards**

Throughout the implementation of this project, and all stages and phases thereof, the developer(s) will be required to comply with the requirements of all sections of this plan, as well as the pertinent sections of municipal codes and ordinances referenced herein. Local codes and ordinances to be complied with are as follows:

1. City of Oshkosh Zoning Ordinance
2. City of Oshkosh Sign Ordinance
3. City of Oshkosh Floodplain Ordinance
4. City of Oshkosh Building Code

Subsequent to the selection of a developer by the Oshkosh Common Council, the following conditions will apply:

1. Execution of a Contract for Sale of Land for Private Redevelopment (prepared in accordance with Wisconsin Statutes, Section 66.43). The contract shall include, while not being limited to, the following provisions: purchase price, conveyance, time and place for deed delivery, apportionment of taxes, options (if applicable), deposits (if applicable), default and reversion, timing of construction and other conditions deemed necessary by the Oshkosh Common Council.
2. The following terms and conditions shall be incorporated into the contract relative to the process for finalizing the construction timetable and construction design elements:
  - a. City Obligation, e.g., construction of any improvements to be provided by the City.
  - b. Agreements In Principle. The developer(s) shall sign and comply with agreements in principle as needed to facilitate this project. The Common Council shall approve all Agreements.
  - c. Construction Plans. All development shall be in conformance with the redevelopment plan as approved by the Common Council. In addition, plans shall comply with all contract provisions and agreements in principal. The developer(s) shall submit to the City plans sufficient in detail to allow a determination to be made relative to compliance with the redevelopment plan, contract, and agreement provisions. The City will notify the developer(s) in writing concerning the approval or rejection of the plans. If the City rejects the plans in whole or in part, the developer must submit corrections and/or modifications to the City within a time period to be specified in the contract, and applicable agreements.

d. Changes in Construction Plans. If the developer desires to change or modify the plans once they have been approved, the proposed changes must be submitted to the City. The procedure for approval shall correspond to that prescribed for the submission of original plans.

e. Evidentiary Submittal. Prior to the time specified in the contract, the developer shall submit evidence of financial solvency, e.g., equity capital, mortgage financing, etc. The evidence shall be submitted in a form, manner, and time frame specified in the contract.

f. Actual Construction. After conveyance, the contract shall specify a time frame for the initiation of construction. The developer must notify the city, in writing, of the date upon which construction shall begin. The City may request and the developer shall provide progress reports as the City deems necessary. Once construction is completed, the developer will receive a certificate so stating. However, the Certificate will be issued contingent upon all requirements specified in the contract. The contract shall contain provisions for issuance of the certificate and remedial actions to be taken in the event that construction does not comply with this plan, contract provisions, and applicable local, state, or federal requirements.

#### **F. Compliance with Applicable Local, State, and Federal Regulations**

Local codes and ordinances obviously pertinent to this project have been identified in Part IV(E) of this plan. Notwithstanding these references, the developer(s) and the City shall comply with any and all local codes and ordinances that are deemed applicable by the City of Oshkosh.

If any funds for this project originate from a federal program (e.g., the Community Development Block Grant program) additional requirements applicable to grantees and subgrantees are in effect. Most significantly, these requirements relate to real property acquisition, relocation of displacees, environmental protection, equal opportunity and affirmative action, labor standards, and historic preservation. The City will comply with all state and federal regulations applicable under this project.

#### **G. Project Financing**

Project costs may be financed through various financing means such as loans from the State Trust Fund, issuance of bonds, federal and state grants or any other method of financing approved of by the Common Council. It is anticipated that financing to implement redevelopment of this area will be provided through an amendment to TID # 13 that will incorporate additional territory into the District and projects to the Project Plan. Creation of TID # 13 and an amendment to TID # 7 Southwest Industrial Park, which donates positive tax increments from #7 to #13, have made implementation of the existing and this proposed modification to the Project Plan possible.

## **H. Redevelopment Plan Modification Procedures**

This redevelopment plan may be modified or changed at any time, including after sale or lease of property, provided that the lessee or purchaser concur with the proposed modifications. If the plan is modified, the City must conduct a Public Hearing, and all changes must be recommended for approval by the City Plan Commission and approved by the Oshkosh Common Council.




## **APPENDIX A**



# Central City Planning Area



**LEGEND**

-  Current Redevelopment Area
-  Proposed Modification #1
-  Central City Planning Area

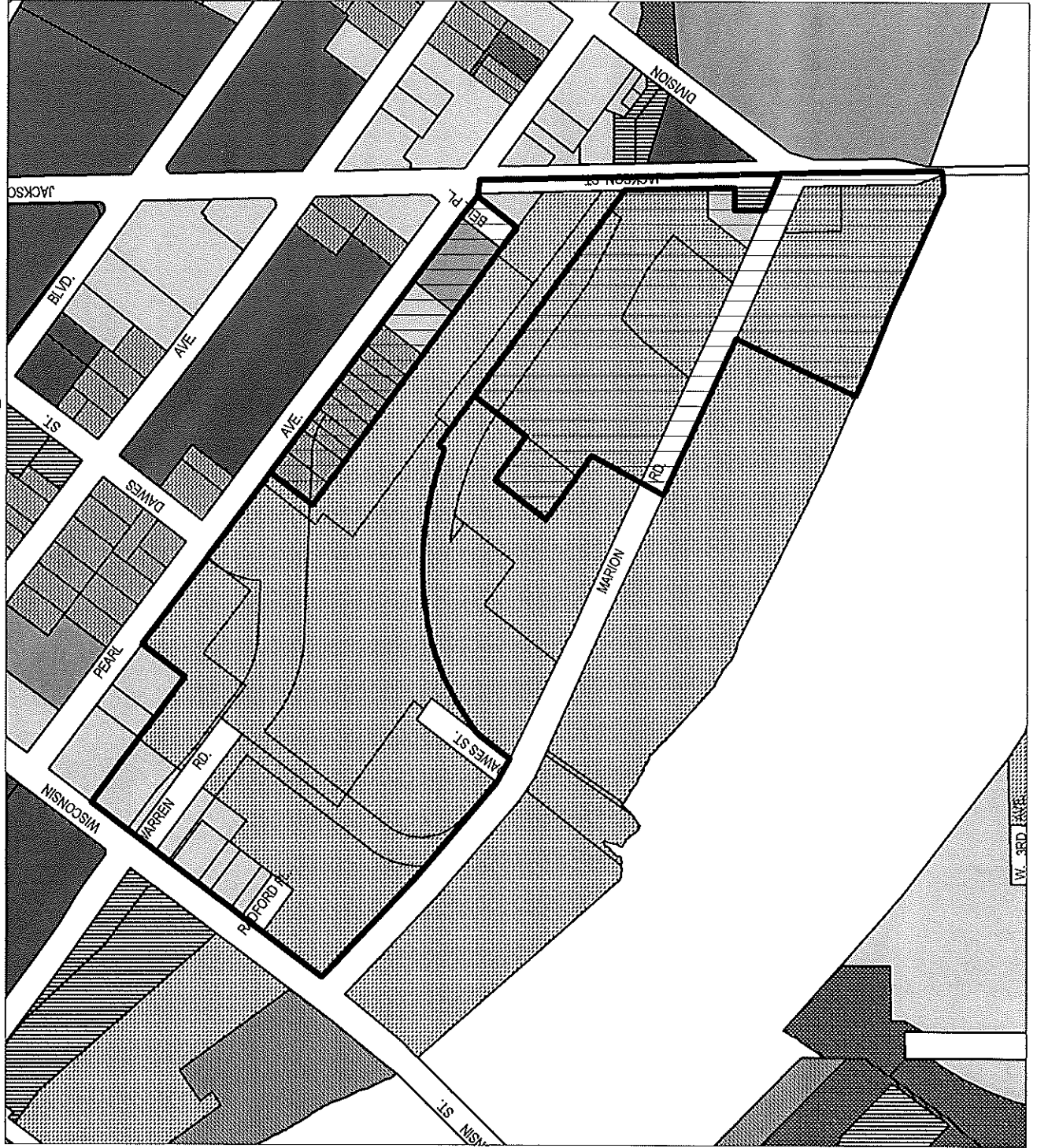
Map 2

*Marion Road/Pearl Avenue Redevelopment Area Modification #4*



Map 3

# Marion Road / Pearl Avenue Redevelopment Area Modification #4 Existing Land Use



## Land Use

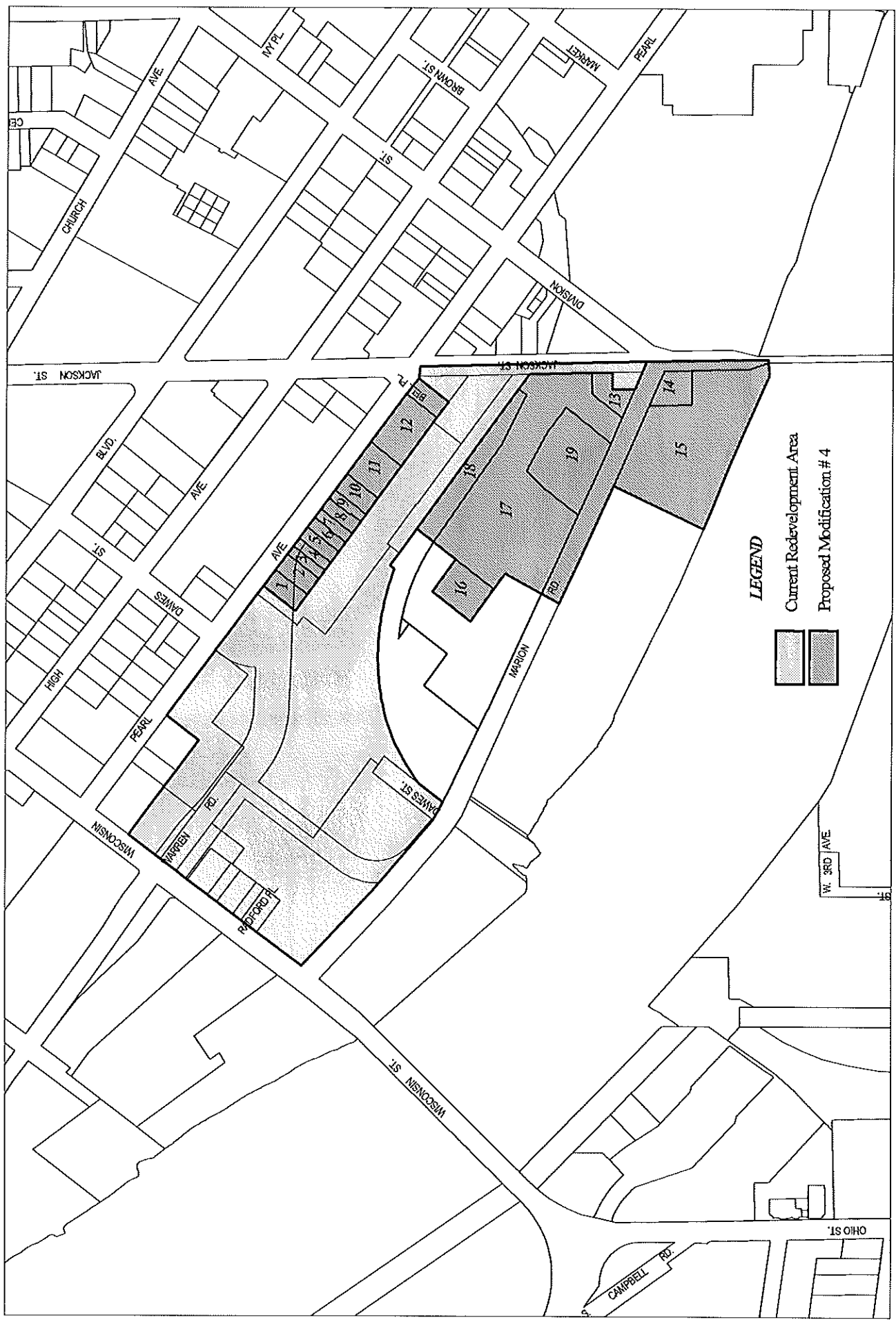
- Parking Lot
- Parks, Recreation, Open Space Area
- Commercial
- Institutional
- Mixed Use
- Manufacturing
- Residential
- Vacant Land

## Marion Road / Pearl Avenue Redevelopment Area

- Current Redevelopment Area
- Proposed Modification # 4

Map 4

# Marion Road/Pearl Avenue Redevelopment Area Modification #4 Parcel Identification



**LEGEND**

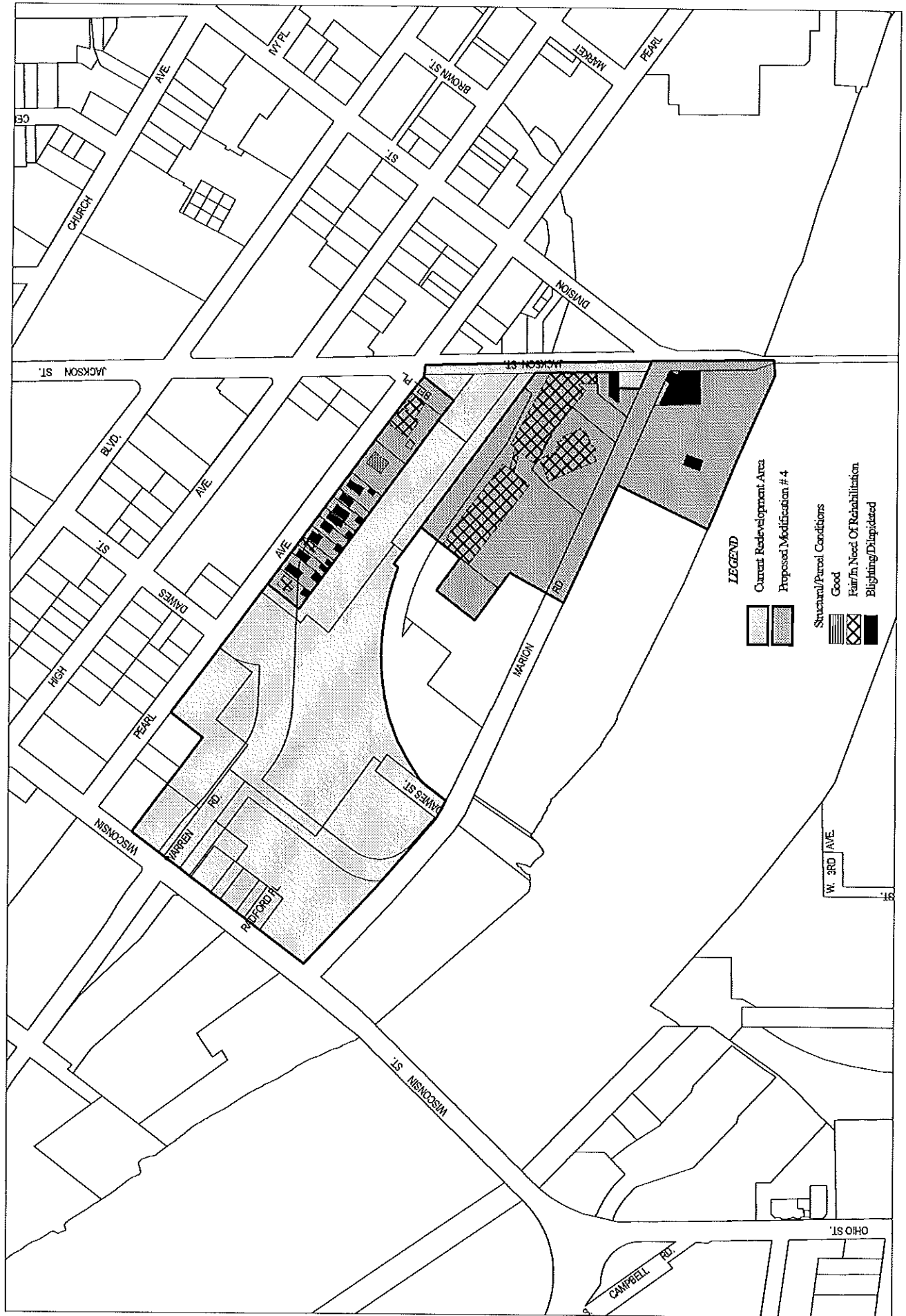
- Current Redevelopment Area
- Proposed Modification # 4

**Parcels included in the Modification Area**

Map No.	Parcel Number	Address	Owner	Land Use	Use	Total Value	Land	Improvements	Parcel Size
1	90102550000	469 PEARL AVE	Roy Jorgensen	Residential	Living Unit	\$ 54,200	\$ 8,600	\$ 45,600	7,283.49
2	90102560000	465 PEARL AVE	Mike Mokler	Residential	Living Unit-Rental	\$ 42,400	\$ 8,600	\$ 33,800	7,259.15
3	90102570000	457 PEARL AVE	Anthony D. Green	Residential	Living Unit	\$ 35,100	\$ 4,300	\$ 30,800	3,619.43
4	90102580000	455 PEARL AVE	Advocap Inc.	Residential	Living Unit-Rental	\$ -	\$ -	\$ -	3,610.97
5	90102590000	451 PEARL AVE	Mathias J Bonnie	Residential	Living Unit	\$ 41,900	\$ 5,800	\$ 36,100	4,860.82
6	90102600000	449 PEARL AVE	Mokler Properties	Residential	Living Unit-Rental	\$ 49,000	\$ 5,200	\$ 43,800	4,279.03
7	90102610000	445 PEARL AVE	Forrest F Matthew	Residential	Living Unit	\$ 36,000	\$ 4,700	\$ 31,300	3,813.15
8	90102620000	441 PEARL AVE	Five Star Properties LLC	Residential	Living Unit-Rental	\$ 35,100	\$ 5,700	\$ 29,400	4,998.91
9	90102630000	437 PEARL AVE	Blanchette-Hann Mary L	Residential	Living Unit	\$ 42,400	\$ 4,400	\$ 38,000	3,579.80
10	90102640000	431 PEARL AVE	Tri Star Investments	Residential	Living Unit-Rental	\$ 48,000	\$ 8,600	\$ 39,400	7,114.93
11	90102650000	427 PEARL AVE	Community Credit Union	Commercial	Credit Union	\$ 125,000	\$ 56,000	\$ 69,000	14,087.03
12	90102690000	401 PEARL AVE	Jackson Glass	Commercial	Glazier	\$ 151,000	\$ 103,300	\$ 47,700	21,044.11
13	90102030000	111 JACKSON ST	David F Fiss	Commercial	Tavern	\$ 68,900	\$ 36,600	\$ 32,300	9,332.91
14	90102210000	25 JACKSON ST	Murphy Construction	Industrial	Office Storage	\$ 68,200	\$ 39,800	\$ 28,400	10,926.06
15	90102220000	411 MARION RD	Murphy Construction	Industrial	Ready Mix Plant	\$ 184,400	\$ 159,700	\$ 24,700	122,906.84
16	90102490000	0 HANCOCK ST	City of Oshkosh	Governmental	Water Tower	\$ -	\$ -	\$ -	17,743.97
17	90102000000	123 JACKSON ST	Wisconsin Automated Machinery	Industrial	Manufacturer	\$ 457,300	\$ 89,400	\$ 367,900	157,601.27
18	90102470000	0 JACKSON ST	Wisconsin Automated Machinery	Industrial	Manufacturer	\$ 15,000	\$ 15,000	\$ -	29,073.11
19	90102010000	422 MARION RD	Evangelical Lutheran Zion Church	Institutional	Church	\$ -	\$ -	\$ -	44,286.65
						\$1,453,900	\$555,700	\$898,200	477,421.63

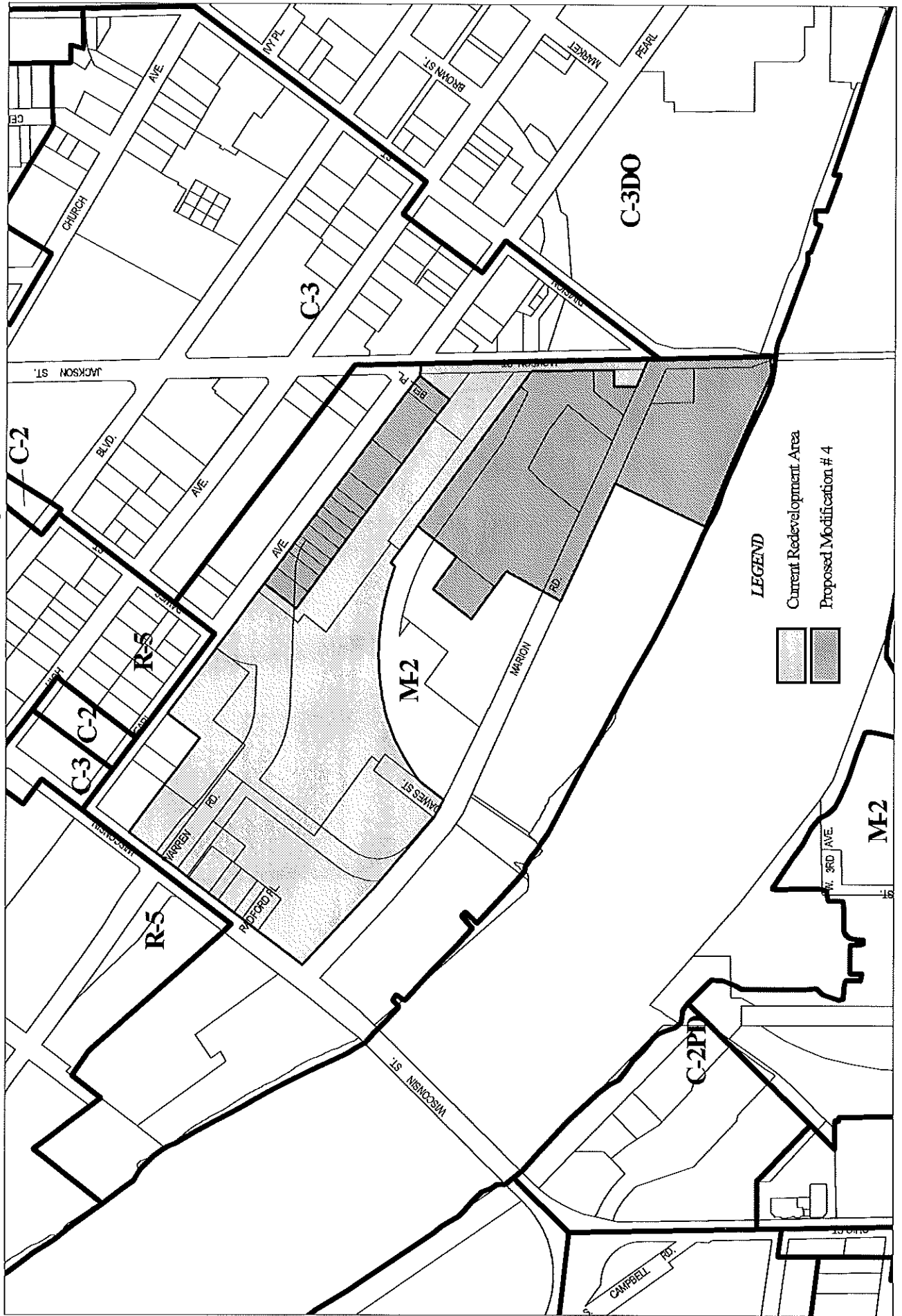
Map 5

# Marion Road/Pearl Avenue Redevelopment Area Modification #4 Structural/Parcel Conditions



Map 6

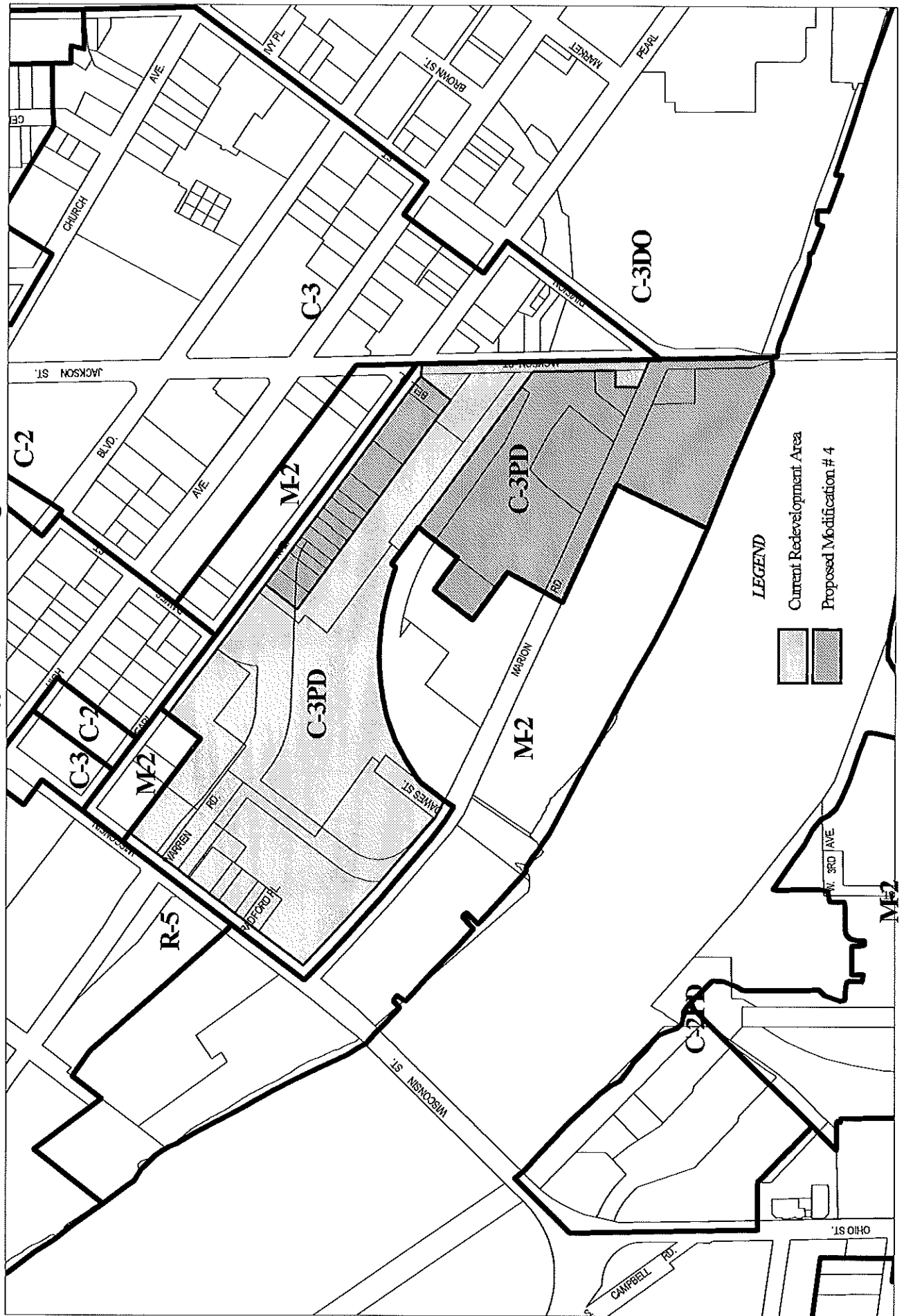
# Marion Road/Pearl Avenue Redevelopment Area Modification #4 Existing Zoning





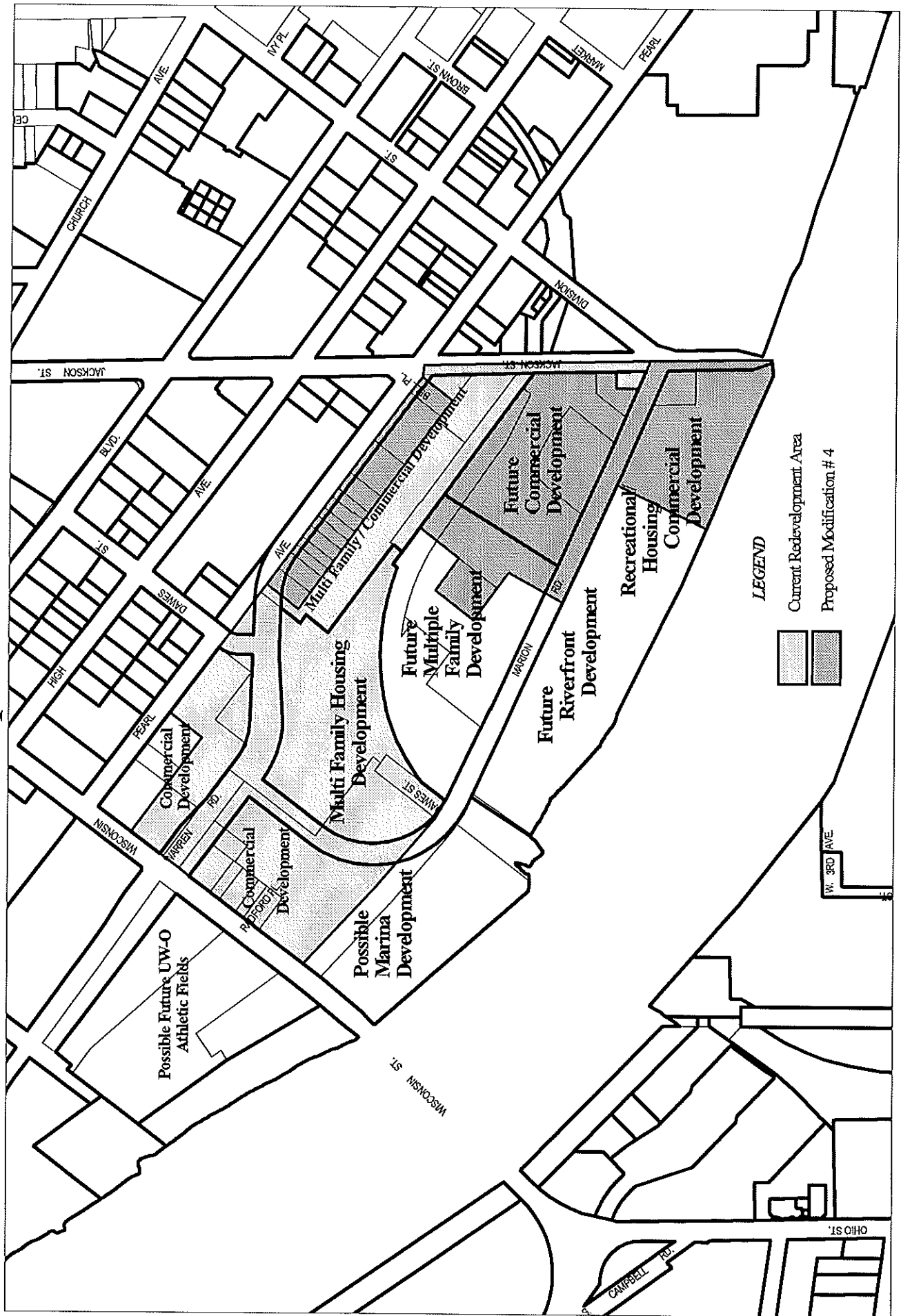
Map 7

# Marion Road/Pearl Avenue Redevelopment Area Modification #4 Proposed Zoning



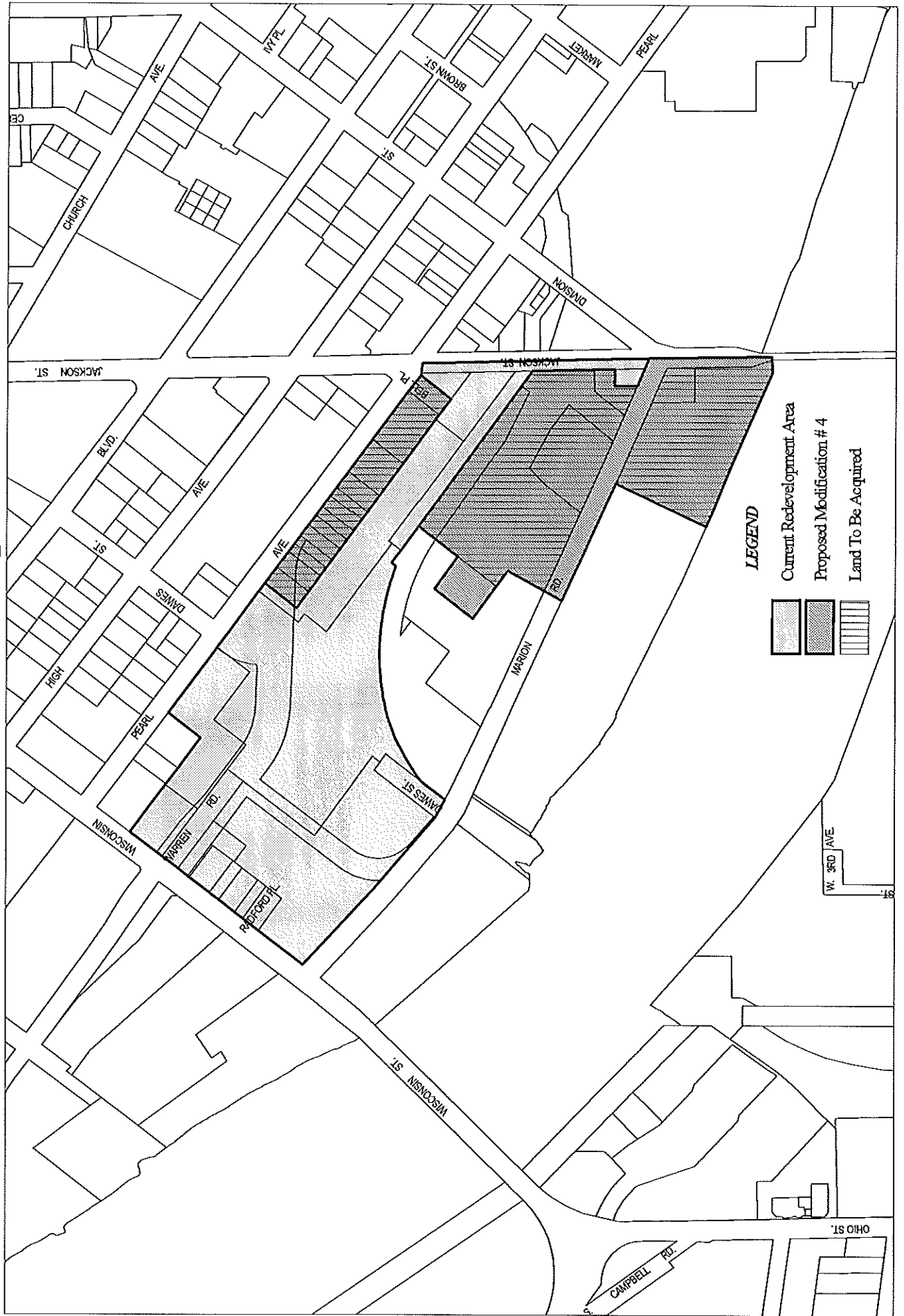


# Marion Road/Pearl Avenue Redevelopment Area Modification #4 Proposed Land Use



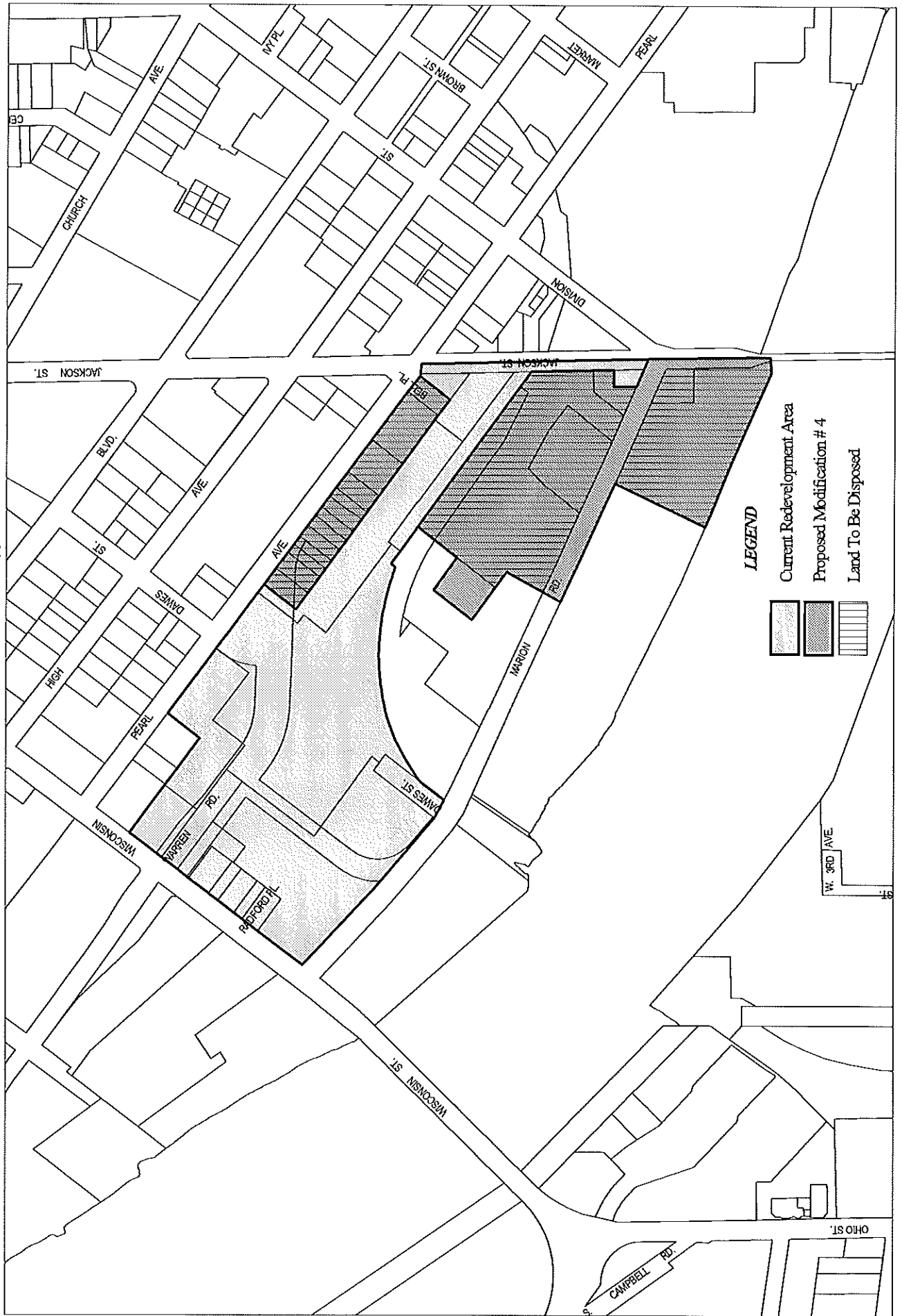
Map 9

# Marion Road/Pearl Avenue Redevelopment Area Modification #4 Land To Be Acquired



Map 10

# Marion Road/Pearl Avenue Redevelopment Area Modification #4 Land To Be Disposed



## **Appendix B**

## Existing Zoning

### SECTION 30-29 M-2 CENTRAL INDUSTRIAL DISTRICT

#### (A) Permitted Uses

(1) Uses permitted in the M-1 Light Industrial District unless otherwise provided in this Chapter.

#### (2) Conditional Uses

- Any conditional use identified in the M-1 Light Industrial District unless otherwise provided in this Chapter.
- Any outright permitted use or conditional use allowed in the M-3 General Industrial District that is not otherwise allowed as an outright permitted use in the M-1 Light Industrial District.

An application for a conditional use permit shall not be approved unless it complies with the conditions and standards set forth in Section 30-11 Conditional Use Permits.

#### (B) Standards - All Structures

The following standards shall apply to development undertaken in this district, unless modified by the application of provisions in Section 30-33 Planned Development District, or unless more restrictive standards apply per Section 30-35 Additional Standards and Exceptions.

- (1) Front Yard Setback: None required, except when parts of a block are in a residential district, the minimum setback is twenty-five (25) feet.
- (2) Side Yard Setback: None required. If provided where not required, a five (5) foot minimum setback is required.
- (3) Rear Yard Setback: None required.
- (4) Lot Width: None required for uses permitted in the M-1 Light Industrial District. One hundred fifty (150) foot minimum for M-3 General Industrial District uses.
- (5) Lot Size: None required for uses permitted in the M-1 Light Industrial District. One (1) acre minimum for M-3 General Industrial District uses.
- (6) Corner Lots: A ten (10) foot setback must be provided along all streets where the block frontage is divided among districts with setback requirements. Otherwise, no setback is required.
- (7) Vision Clearance: None required.
- (8) Off-Street Parking: In accordance with Section 30-36 Off-Street Parking and Loading Facilities.

## Proposed Zoning

### SECTION 30-26 C-3 CENTRAL COMMERCIAL DISTRICT

#### (A) Permitted Uses

- (1) Any use permitted in the R-5 Multiple Dwelling District, unless otherwise provided in this Chapter.

- (2) Any use permitted in the C-2 General Commercial District, unless otherwise provided in this Chapter.
- (3) Automobile storage garage
- (4) Animal hospital and pet shop excluding open kennel
- (5) Bakery, employing not more than five (5) persons
- (6) Caterer
- (7) Convention and exhibition hall
- (8) Funeral home
- (9) Laundry and cleaner
- (10) Microwave, radio and television relay structure
- (11) Newspaper printing, publishing or engraving establishment
- (12) Parking lot
- (13) Radio and television broadcasting studio
- (14) Railroad and bus passenger depot
- (15) Any use similar to the above
- (16) Conditional Uses:
  - Automobile service facility
  - Cemetery
  - Clubs and semi-public structure
  - College/university including residence halls
  - Commercial greenhouse and nursery
  - Day care center
  - Fish market (wholesale)
  - Family day care for nine (9) or more children
  - Hotel/motel directional signs
  - Mental or psychiatric hospital
  - Mixed commercial/residential
  - New and used automobile sales
  - Nursery school
  - Public utility structure
  - Restaurant with drive-up or drive thru
  - Uses permitted in the M-1 Light Industrial District, Section 30-28(A)
  - Vocational school
  - Wireless telecommunication tower/antennas

An application for a conditional use permit shall not be approved unless it complies with the conditions and standards set forth in Section 30-11 Conditional Use Permits.

- (B) Standards  
The following standards shall apply to development undertaken in this district, unless modified by

the application of provisions in Section 30-33 Planned Development Districts and Section 30-27 Downtown Overlay District, or unless more restrictive standards apply per Section 30-35 Additional Standards and Exceptions.

- (1) Residential Structures: Shall meet all standards of the R-5 Multiple Dwelling District
- (2) Mixed Commercial/Residential Structures: Are permitted by conditional use permit, and shall meet all conditions of conditional use permit approval and shall meet the standards for principal commercial structures, unless otherwise noted below:
  - (a) Upper Floor Residential Only: Residential uses are limited to upper floor areas. No separate residential structure is permitted on the same lot with a non-residential or mixed commercial/residential structure.
  - (b) Dwelling Unit Area: Four hundred (400) square feet minimum.
  - (c) Height: Forty-five (45) feet maximum.
  - (d) Off-Street Parking: In accordance with Section 30-36 Off-Street Parking and Loading Facilities.
- (3) Principal Commercial Structures
  - (a) Height: Forty-five (45) feet maximum.
  - (b) Side Yard Setback: None required.
  - (c) Front Yard Setback: None required. However, if block frontage is shared with a residential district a twenty-five (25) foot minimum setback is required.
  - (d) Rear Yard Setback: None required.
  - (e) Corner Lots: The side street (front yard) setback can be reduced to not less than twelve (12) feet, as may be necessary to attain a twenty-eight (28) foot buildable width. The required side yard opposite the side street (front yard) must be maintained.
  - (f) Off-Street Parking: In accordance with Section 30-36 Off-Street Parking and Loading Facilities.
- (4) Accessory Commercial Structures
  - (a) Must be customary and incidental to the allowed principal uses including the processing or treatment of products clearly incidental to the conduct of a retail business on the premises. Accessory uses may not exceed forty (40) percent of the floor area of the structure.
  - (b) Standards
    - (i) same as the principal commercial structure unless noted below.
    - (ii) Front Yard Setback: Sixty (60) feet minimum and not less than five (5) feet behind the principal commercial structure.
    - (iii) Corner Lots: Front yard/side street (front yard) setbacks shall be the same as the principal commercial structure.

## ARTICLE IX. PLANNED DEVELOPMENT OVERLAY DISTRICT

### SECTION 30-33 PLANNED DEVELOPMENT DISTRICTS

#### (A) Purpose and Intent

##### (1) Purpose

- (a) It is the purpose of this Section to provide a method which will facilitate a more flexible mixture and pattern of development, the grouping of open spaces, and arrangement of living patterns in accordance with good planning principles while providing adequate safeguards to protect the community.
- (b) It is anticipated that development within this district will offer one (1) or more of the following advantages:
  - (i) Designs which reflect the City's development and planning policies for residential neighborhoods or nonresidential areas in which the district is to be located, as set forth in the City's Comprehensive Plan.
  - (ii) Designs which provide substantial buffers and transitions between areas of different land uses and development densities.
  - (iii) Designs which enhance the appearance of developments and the surrounding area by conserving areas of natural beauty and natural green space.
  - (iv) Designs which lessen congestion on streets, and contribute to improvements in pedestrian and vehicular circulation.
  - (v) Designs which promote architectural compatibility between adjacent structures.
  - (vi) Designs which will positively contribute to the physical appearance and functional arrangement of land uses and buildings in the area.
  - (vii) Designs which will buffer differing types of land use and intensities of development from each other so as to minimize any adverse impact which new development may have on existing development.
- (c) Areas that may be deemed appropriate for a Planned Development Overlay District include:
  - (i) Transitional Areas: which involve locations with a mix of different land uses, where new development is proposed in an area of older uses and buildings, and where the older uses may be allowed with lesser zoning standards than appropriate for new development.
  - (ii) Infill areas: which involve parcels bypassed during the normal course of urbanization in the community.
  - (iii) Redevelopment Areas: which relate to locations appropriate for redevelopment, either public or private, where first or subsequent uses and/or buildings are replaced by new uses and/or structures.
  - (iv) Large Commercial areas: which include shopping centers with a number of occupancies and/or structures, together with outlots, or locations encompassing multiple centers or multiple large scale commercial developments.
  - (v) Special Areas: which include locations that were identified as Special areas in the City's Comprehensive Plan.



- (vi) Large Scale and/or Mixed Use Areas: which encompass locations at least twenty (20) acres in size, where base zoning standards may not be appropriate and/or needed, and where the developer and community could benefit from a greater level of flexibility in the application of land use controls.

(2) Exceptions

The City may permit in any Planned District (PD) even greater flexibility in the type of uses, the area and yard requirements, the off-street parking and other regulations set forth in this Section, subject to demonstration of appropriateness for the area under consideration.

(3) Zoning Classification

The Planned Development (PD) District shall be applied as an overlay zoning district. When applied to a specific geographic area, the PD shall have the effect of allowing development to be designed, reviewed, approved, constructed and managed according to the provisions of this Section, rather than is required by the underlying zoning district. However, the underlying zoning district shall prevail in determining permitted and conditional uses of land within the PD as well as the maximum permitted project density or intensity of land use, except as otherwise provided herein.

(4) Benefit

- (a) It is not intended that the City will automatically grant exceptions for a Planned Development Overlay District, but it is expected the City shall grant only such exceptions which are deemed consistent with benefits accruing to the City as a result of the planned development. The City may require as a condition of approval any reasonable condition, limitation, or design factor which will promote development in the Planned Development Overlay District consistent with the intent of this Section.

(B) Planned Residential District

(1) Permitted Uses

- (a) Any uses permitted in the underlying residential zone, including the allowed accessory structures.
- (b) Commercial uses permitted in the C-1 Light Commercial District, not to exceed five (5) percent of the area of the Planned District.

(2) Standards

- (a) Each Planned District shall have an area of at least one and one-half (1 2) acres.
- (b) Not less than fifteen (15) percent of the total area of the Planned District shall be devoted to open space.

(C) Planned Commercial District

(1) Permitted Uses

Any uses permitted in the underlying commercial zone, including the allowed accessory structures.

(2) Standards

- (a) Each Planned District shall have an area of at least one and one-half (1 2) acres.
- (b) Not less than ten (10) percent of the total area of the District shall be devoted to

- (c) landscaped open space.
- (c) The commercial units of the Planned District shall not exceed the standard density of the underlying zoned area.

(D) Planned Industrial District

(1) Permitted Uses

- (a) Any uses permitted in the underlying industrial zone, including the allowed accessory structures.
- (b) Appropriate and compatible commercial uses.

(2) Standards

- (a) Each planned district shall have an area of at least one and one-half (1 1/2) acres.
- (b) Not less than ten (10) percent of the total area of the district shall be devoted to landscaped open space.

(E) Administrative Process

- (1) Informal review of proposal by the Department of Community Development.
- (2) Applications for rezoning to a Planned Development Overlay District shall include at least one of the advantages as stated in Section 30-30(A)(1)(b) and identify the characteristics of the District per Section 30-30(A)(1)(c).
- (3) Conditional use permit request for development plan review and approval.
  - (a) The development plan shall include an architect's drawing showing:
    - (i) The location of all structures or recreational facilities.
    - (ii) The location of all drives, entrances and sidewalks.
    - (iii) The location, size, number and screening of all parking spaces.
    - (iv) Drainage and grading plan.
    - (v) A detailed proposal including covenants, agreements, or other documents showing the ownership and method of assuring perpetual maintenance of land to be used for common purposes.
  - (b) Review Criteria  
In reviewing the development plan, the following criteria shall be used:
    - (i) Conformance with applicable standards of the base zoning district and the provisions of this chapter, except as may be modified under Section 30-33 and Section 30-11.
    - (ii) Suitability of the site for the proposed development.
    - (iii) Compatibility of the proposed development with adjacent and nearby existing or planned development in terms of scale, mass, height, bulk, uses, activities, traffic, design, structure placement, privacy, views and similar concerns.
    - (iv) Utilization of site planning principles common to high quality development.
    - (v) Effective mitigation of any potential negative impacts of the proposed development either on the site itself or off the site.
    - (vi) Conformance with the Comprehensive Plan, or other adopted City plans.
  - (c) The Plan Commission, in making its recommendation to the Common Council, shall consider said criteria and take into consideration the recommendations of the Department of Community Development, and comments received at the Plan Commission meeting at which the item is reviewed.

(4) Recording of Plats

In addition to the requirements of the Subdivision Regulations, plats located in a Planned District shall include statements indicating:

- (a) That the land is a portion of a Planned District.
- (b) That no substantive changes may be made without submission of a revised final plan, with subsequent approval by both the Plan Commission and Common Council.

## **Appendix C**



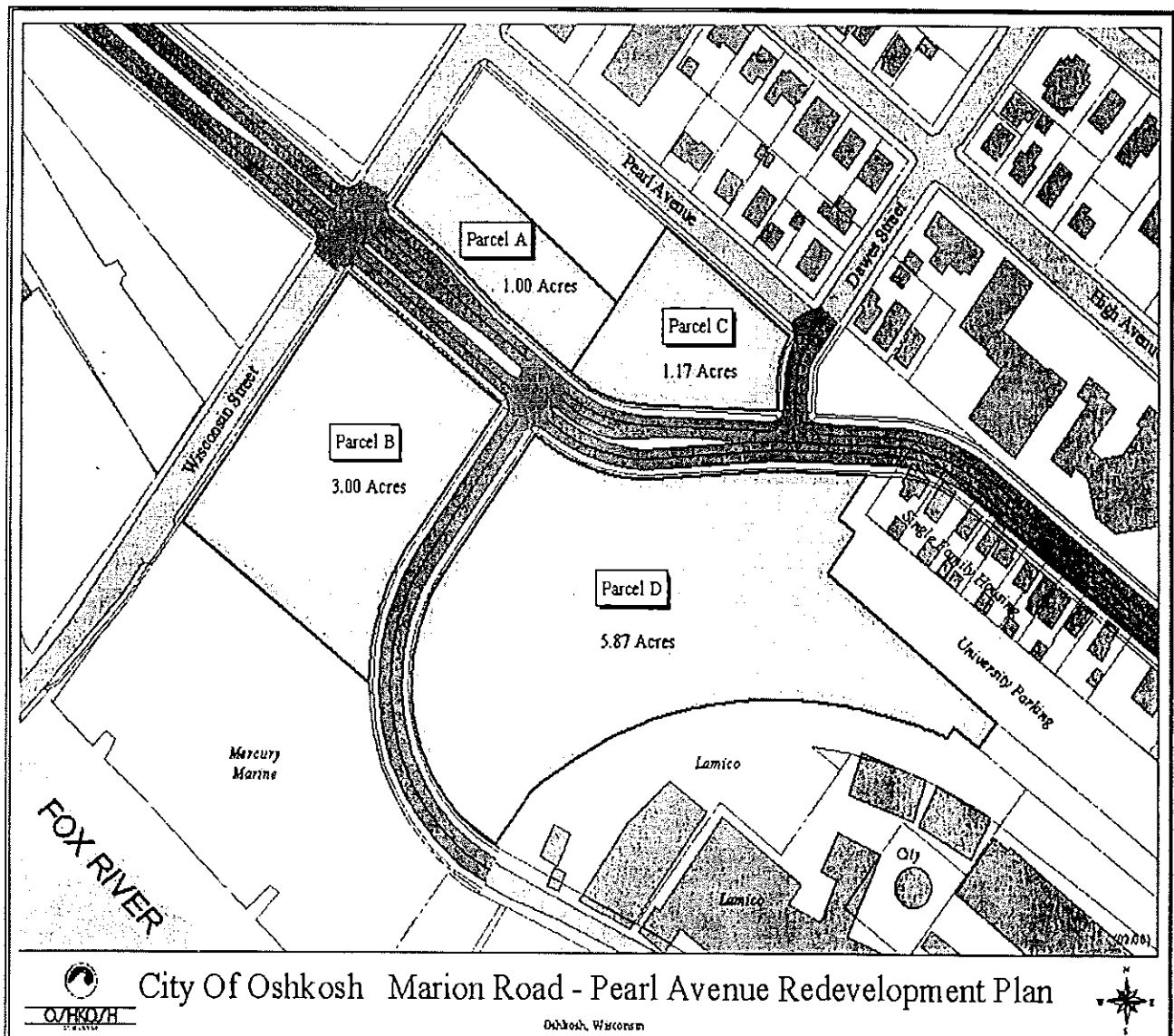
# DEVELOPMENT OPPORTUNITY

## Marion Road/Pearl Avenue Redevelopment Area

City of Oshkosh  
Oshkosh, WI

The City of Oshkosh Department of Community Development is soliciting proposals from qualified developers for redevelopment projects in the Marion Road/Pearl Avenue Redevelopment Project Area, which is located in the Fox River Corridor between the University of Wisconsin – Oshkosh campus and downtown Oshkosh. Preferred land uses include commercial, residential, and mixed commercial/residential development. Proposals must be submitted to the City by May 25, 2000.

For information on this Request for Proposals, please contact the Department of Community Development, City of Oshkosh, 215 Church Ave., Oshkosh, WI 54901 or call (920) 236-5055, between 8 am and 4:30 pm, Monday thru Friday.



# ***Request for Proposals***

## ***Marion Road / Pearl Avenue Redevelopment Project Area***

***City Of Oshkosh***

***Department Of Community Development***



**REQUEST FOR PROPOSALS**

**REDEVELOPMENT OPPORTUNITY**

**CITY OF OSHKOSH**

**MARION ROAD/PEARL AVENUE**

**REDEVELOPMENT PROJECT AREA**

**GENERAL**

The City of Oshkosh is requesting proposals for redevelopment of the Marion Road/Pearl Avenue Redevelopment Project Area. Proposals from one or more developers will be considered for projects that may include commercial, multiple family residential or mixed commercial/residential projects.

The City's Comprehensive Plan has targeted the broader area for redevelopment, and the City expects to proceed with redevelopment activities on a phased basis over the next several years. This RFP covers the Phase One portion of the broader redevelopment area. Proposals are being sought at the present time for parcels A, B, C, and D, as shown on the attached map. These properties are either currently owned by the City or scheduled for purchase and demolition in 2000.

The attached map also shows the preliminary street plan for the area illustrating the street segments to be constructed by the fall of 2000.

Interested developers can request, at no charge, a scalable map of parcels located in the Redevelopment Project Area. Please contact GIS Planner Matt Tucker at (920) 236-5062.

**Area Identity/Character**

To create a special identity and character for the broader area, the City has prepared a set of proposed Redevelopment Guidelines setting forth proposed development standards for the project area. In order to reinforce the special identity that is desired, a streetscaping plan with unifying elements will be undertaken as part of planned street improvements, and consideration may be given to the designation of the area with a special name that people in the community can easily relate to (e.g. names such as Oshkosh Commons or Fox River Commons have been discussed).

## SITE DATA

- Location:** The Phase One area is located between the University of Wisconsin-Oshkosh Campus and Downtown Oshkosh, just north of the Fox River. The area is located in Census Tract 6.
- Demographic Information:** The City has a population of 62,695. Current enrollment at the University of Wisconsin – Oshkosh campus is approximately 10,000 students and campus facilities are used for various other activities including ongoing professional training of non-students and housing during the annual Experimental Aircraft Association convention. Over 1,000 people are employed by the University of Wisconsin – Oshkosh.
- Size:** Parcel A – 1.00 acre  
Parcel B – 3.00 acres  
Parcel C – 1.17 acres  
Parcel D – 5.87 acres
- Zoning:** Existing zoning is M-2 Central Industrial. The Department of Community Development will initiate a change to C-3 Central Commercial District with a “PD” Planned Development Overlay. The C-3 PD district will allow both commercial and multiple family residential uses, and the PD Overlay will provide the basis for modifying base district standards.
- Physical Characteristics:** All buildings to be removed by City.
- Price:** The City has undertaken an appraisal of the area and property in the area is seen as having the following minimum value:
- Parcel A - \$2.30 per square foot  
Parcel B - \$3.00 per square foot  
Parcel C - \$1.00 per square foot  
Parcel D - \$ .75 per square foot
- The minimum sale price will be the minimum value cited. Where a development proposal incorporates a project that encompasses more than one parcel, the sale price must consider the minimum value of the parcels cited, as that relates to the area covered by the proposed development.



## **PREFERRED SITE USE/DEVELOPMENT STANDARDS**

The parcels closest to Wisconsin Street (Parcels A and B) are appropriate for commercial development, while Parcel C could be utilized for commercial or multiple family development or mixed commercial/residential development.

The preferred land use for Parcel D may be multiple family residential; however, the City would consider a well designed plan for new commercial development or a combination of commercial and multiple family residential development.

The City has prepared a set of Redevelopment Guidelines to provide direction on physical characteristics it desires to see in development proposals. The goal is to provide standards that will promote higher quality development with long term sustainability, where the potential of each site is maximized, and where the development that takes place on each parcel reinforces and enhances the development that occurs on other nearby parcels. A copy of the Redevelopment Guidelines is attached.

## **ENVIRONMENTAL FACTORS**

**Parcels A and B:** Based on a review of properties that are included within these two parcels, it does not appear that environmental issues exist relative to those sites. A portion of Parcel B was part of the old Radford Company site, and the City has received a Certificate of Completion through the State of Wisconsin Department of Natural Resources (DNR) Land Recycling Act Program for that area. The Certificate provides a general clearance from an environmental standpoint.

**Parcels C and D** were part of the Universal Foundry property, and it is anticipated that environmental clearances can be provided for through the preparation of a remediation plan that incorporates capping measures as part of site improvements. Buildings, parking lots, landscaped areas and street improvements all serve as effective caps for any contamination that may exist on portions of the foundry site, and the City anticipates providing assistance in funding capping measures that exceed normal construction practices associated with development projects. The City's environmental consulting firm will work with selected developers in the preparation of site improvement plans, to ensure that appropriate steps are taken to receive necessary DNR clearances and approvals. In addition, the City is willing to consider requesting the creation of an Enterprise Development Zone through the State of Wisconsin Department of Commerce that could provide for tax credits on various qualified project activities.

# PROPOSAL REQUIREMENTS

All proposals should provide evidence of the following:

- ▶ A 180 day commitment and willingness to enter into a legally binding Developer's Agreement with the City during that time period. With execution of an acceptable Developer's Agreement, the City will require a non-refundable escrow payment (amount to be negotiated), that will be applied against the sale price of the site or sites.
- ▶ Ability to meet financial obligations of project.
- ▶ Development experience, especially experience with similar projects.

In addition, proposals should provide the following information:

- ▶ A detailed development plan and drawings showing the proposed use of the site and front, side and rear building elevations. The drawings may be general renderings and will be subject to modification.
- ▶ Preparation of accurate cost estimates and cash flow projections for the project.

The City will carefully consider all proposals and will give priority consideration to proposals which are innovative, show economic feasibility, and compliment other land uses in the area.

## SELECTION

Proposals will be judged and selected based on the following criteria:

1. Submittal of proposal in conformance with proposal requirements.
2. Level of experience in developing similar projects.
3. Ability to proceed with construction in a timely manner.
4. Design:
  - a. Effective use and landscaping of the site
  - b. Appearance of structure(s)
  - c. Integration of project with surrounding area
5. Value of improvements (tax base generated). Non-profits to provide payment in lieu of taxes.

## SUBMITTALS

Proposals must be submitted by the close of business at 4:30 PM, on Thursday, May 25, 2000 to:

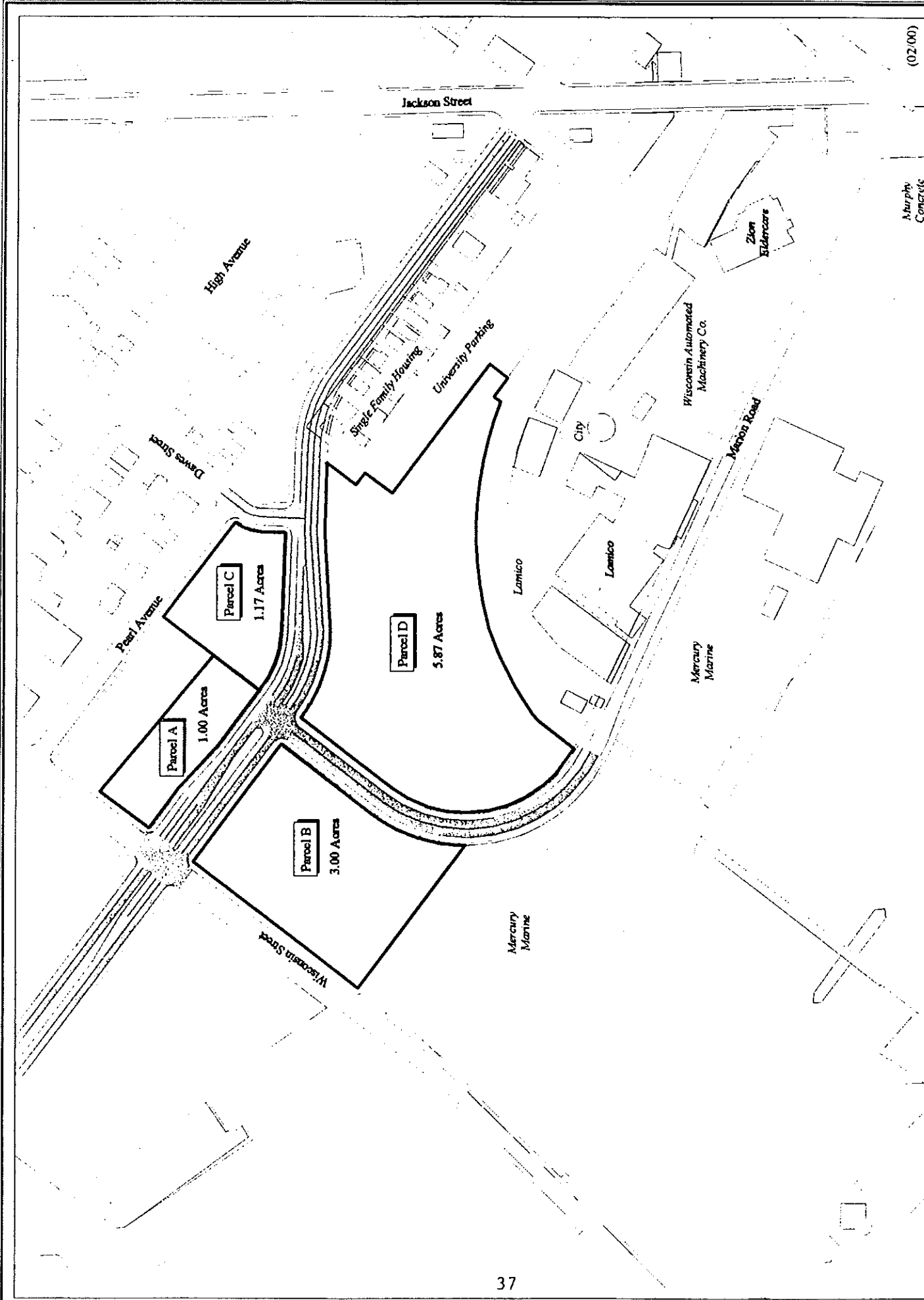
City Clerk's Office  
City of Oshkosh  
215 Church Avenue  
P.O. Box 1130  
Oshkosh, WI 54903-1130

**Proposals submitted must be enclosed in a sealed envelope or other container clearly marked "PROPOSAL PHASE ONE – Marion Road/Pearl Avenue Redevelopment Project." Actual receipt is required by said time and deposit in the mail or submittal by fax is insufficient.**

The City reserves the right to reject in whole or in part any and all proposals, to waive any formalities, to negotiate final costs and to accept the proposal determined to be the most advantageous to the City of Oshkosh.

All qualified applicants will receive consideration without regard to race, sex, handicap, religion, creed, political affiliation, color or national origin.

Address requests for further information to: Jackson Kinney, Director of Community Development, City of Oshkosh Department of Community Development, 215 Church Ave., P.O. Box 1130, Oshkosh, WI 54903-1130. Telephone (920) 236-5055.



Murphy  
Concrete  
(02/00)



# City Of Oshkosh Marion Road - Pearl Avenue Redevelopment Plan

Oshkosh, Wisconsin



**MARION ROAD/PEARL AVENUE  
REDEVELOPMENT PROJECT AREA  
GUIDELINES**

**CITY OF OSHKOSH  
OSHKOSH, WI**

## **OVERALL DEVELOPMENT GOALS**

Without establishing strict architectural standards, the City would encourage the submittal of proposals that reflect neo-traditional design elements. Buildings should exhibit design quality and reflect a feeling of permanence. Site plans are to reflect a logical interrelationship with abutting developments as well as public spaces and public improvements.

## **PLANNED PUBLIC IMPROVEMENTS**

Preliminary plans are for minimum 12' sidewalks along Wisconsin Street, and 8' - 10' sidewalks along Warren Road extended and the realigned section of Marion Road, and inclusion of bicycle lanes in streets. In support of design continuity throughout the development, the City plans to install ornamental street lighting, a decorative style of street and traffic signage with ornamental posts, and iron fencing with brick columns where appropriate. City plans are also for the installation of street trees.

Utilities are to be located underground.

## **ZONING**

The Planned Development Overlay District will be applied to the area to facilitate a more flexible mixture and pattern of development and to provide a basis to potentially modify base zoning standards and implement development guidelines. It is anticipated that projects in this redevelopment area will provide one or more of the following:

- Designs which provide for substantial buffers and transitions between areas of different land uses and development densities.
- Designs which enhance the appearance of developments through the creative use of green space.
- Designs which reduce congestion on streets, and contribute to improvements in pedestrian and vehicular circulation.
- Designs which promote architectural compatibility between adjacent structures.

The following guidelines are intended to serve as criteria for approving sales of City-owned property, development assistance, and development approvals within the overall Marion Road/Pearl Avenue Redevelopment Project Area.

## **GENERAL DEVELOPMENT GUIDELINES**

- All new construction must be brick or comparable masonry materials.
- The architectural style and materials of multiple buildings on each individual redevelopment parcel shall be compatible and present the appearance of a well-planned, integrated development.
- All structures are to be street oriented with convenient street entrances.
- No more than one ground sign may be permitted per 200 linear feet of public street frontage.
- All development must comply with the landscaping requirements of the City Zoning Ordinance.
- Any surface parking that is adjacent to a street must be screened from the street by a iron and masonry fence compatible with the fencing style selected by the City for use in public areas.
- Drainage pipes, utilities, or any other mechanical or utility penetrations, fixtures (other than lighting) or equipment shall not be located on the front facades of structures and shall be integral to the design and as unobtrusive as possible.
- No outdoor storage of equipment or materials shall be allowed.
- Exterior lighting, whether free standing or located on structures, should be compatible with the style and scale of lighting installed by the City in public areas.

## **COMMERCIAL DEVELOPMENT GUIDELINES**

- Commercial structures shall be oriented to the street.
- Any elevation with street exposure shall be designed using similar detail and materials on all street elevations and, preferably, to permit public access at each on-street elevation.
- Site plans for all commercial developments are to provide some form of pedestrian friendly design in the area between public rights of way and buildings.
- Developments which provide an opportunity for outside commercial activity (e.g. restaurants with patio seating) are encouraged.
- All parking areas serving commercial developments which abut non-arterial roads shall include fencing along those rights of way compatible with that to be installed by the City in public areas.
- All commercial ground signs shall be 10 feet or less in height. Signage size may be no more than 64 square feet per sign side. Pylon signs are not permitted. Materials shall be compatible with façade materials.

## **RESIDENTIAL DEVELOPMENT GUIDELINES**

- Attached, covered parking areas are preferred over surface parking. Where surface parking is provided, it must be located at the rear of the structure, or at least 30' back from the front of the structure.
- Site amenities to include secure and well designed bicycle parking area, to be located on side or rear elevations.
- The location and design of free standing mail boxes, if provided, are subject to City approval.
- Developer/owners to control interior window treatments.

## **MIXED COMMERCIAL/RESIDENTIAL DEVELOPMENT GUIDELINES**

- All guidelines included for commercial properties are applicable for this type of development.
- Surface parking for residential tenants is acceptable.
- Development of at least some live/work units encouraged.
- Developer/owners to control window treatments on residential units.



## **REDEVELOPMENT OBJECTIVES/GENERAL AREA**

The Phase One Marion Road/Pearl Avenue Redevelopment Project Area is part of a broader area that lies east of Wisconsin Street, west of Jackson Street, and south of existing Pearl Avenue to the Fox River. The City's Comprehensive Plan has targeted this broad area for future redevelopment, with a transition from industrial to non-industrial uses (e.g., commercial, residential, and recreational activities). It is anticipated the City will continue to undertake redevelopment activities on a phased basis.

# **REDEVELOPMENT**

## **SITES**

**PHASE ONE CONTAINS PARCELS A, B, C and D**

# PARCEL A

**Parcel Size:** 1.00 Acre

**Current Use:** The parcel is currently occupied by a strip center and a warehouse building. Subway is the only active retail tenant. The strip center building is proposed for clearance.

**Planned Uses:** Retail commercial

**Access:** Two-way driveway access from the Pearl – Warren Connector at the Marion Road intersection; one-way (right-only) access from the Pearl – Warren Connector and Wisconsin Street.

**Building Orientation:** Commercial orientation towards Wisconsin Street and the Pearl – Warren Connector

## PARCEL B

- Parcel Size:** 3.00 Acres.
- Current Use:** The parcel is currently occupied by two taverns. The City owns part of the parcel and is planning to acquire the remainder of the parcel and sell it to a commercial developer for redevelopment.
- Planned Uses:** Retail commercial plaza. A development concept that may be desirable for this parcel is a lower level retail commercial building with upper level office or multiple family residential.
- Access:** Two-way driveway access from Wisconsin Street (at least 150' south of the intersection of Wisconsin Street and the Pearl – Warren Connector).
- Building Orientation:** Commercial orientation towards Wisconsin Street – but the buildings must be three-sided with respect to providing an acceptable appearance from all public streets.

## PARCEL C

<b>Parcel Size:</b>	1.17 Acres
<b>Current Use:</b>	The parcel is part of the former Universal Foundry site, which is being cleared and prepared for development.
<b>Planned Uses:</b>	Multi-family residential (12 – 24 dwelling units/acre) or commercial or commercial/multi-family residential mixed use.
<b>Access:</b>	Two-way driveway from existing Pearl Avenue; One-way (right-only) driveway access from the Pearl – Warren Connector.
<b>Building Orientation:</b>	Front orientation on the Pearl – Warren Connector.

## PARCEL D

**Parcel Size:** 5.87 Acres

**Current Use:** The parcel is part of the former Universal Foundry site, which is being cleared and prepared for development.

**Planned Uses:** Multi-family residential (12 – 24 dwelling units/acre). While the preferred land use may be multiple family residential, the City would consider a well designed plan for new commercial development or a combination of commercial and multiple family residential.

**Access:** Two-way driveway access from the Pearl – Warren Connector at Dawes Street and from realigned Marion Road.

Driveway on Marion Road must be located at least 150' south of the intersection with the Pearl – Warren Connector.

**Building Orientation:** Front orientation on the Pearl – Warren Connector and Marion Road.