

## Report to the Manitowoc Plan Commission

**Meeting Date:** October 28, 2020

**Request:** PC 35-2020: Manitowoc Property Management, LLC; Request for a Conditional Use Permit for an Adaptive Reuse pursuant to 15.370(29) located at 1034 S. 18th Street.

**Reason for Request:** An Adaptive Reuse Conditional Use Permit will the building owner have some uses that are not allowed in the current B-1 Office – Residential Zoning District

**Existing Land Use for Subject Property:** Vacant, (former Empire School, Martin’s school of Hair Design, and Cleveland Public School)

**Existing Zoning for Subject Property:** B-1 Office - Residential

### Surrounding Property Land Uses and Zoning

Direction	Existing Land Use	Existing Zoning
North	Residential, Commercial	B-3 General Business
South, West	Residential	R-4 Single and Two Family Residential
East	Residential	R-7 Central Residence

**Comprehensive Plan:** Conditional Use Permits do not need to be consistent with the comprehensive plan. However, a main goal of the Comprehensive Plan is to “Encourage the redevelopment and adaptive reuse of older, underutilized and vacant industrial and commercial structures”. The proposed project achieves one of the main goals of the Comprehensive Plan.

**Report:** The main reason for the adaptive reuse conditional use permit is to allow for a salon, massage therapy, tanning and small coffee shop use which are not permitted in the current B-1 Office – Residential Zoning District. The proposed office uses are permitted in the current zoning district.

The existing B-1 zoning district currently allows the following types of uses: medical and dental clinics, hospitals, professional and business offices, funeral homes, libraries, museums, multiple family and single family are a sample of the uses currently permitted. The proposed salon, massage could possibly be considered a professional service but the coffee shop requires the adaptive reuse conditional use.

The building is the former location of a public school (Cleveland), Martin’s School of Hair Design and Empire School. Richard Robinson, Sr from Manitowoc Property Management, LLC purchased the property from SBN IV REO LLC on August 19, 2020. Their plan is to create a multi-use property with offices and service type uses. The building will be called the MPM Center. Mr. Robinson’s business, Manitowoc Property Management will use a large portion of the building for their own offices. A salon and massage therapy use will occupy a portion of the other rooms and the remaining rooms are yet to be filled with tenants.

The property is 1.6 acres, the building has a split level layout, the former gymnasium, which will be used as the lobby, is on the ground level; and then there are two levels above the ground level for offices and salon type uses. From the exterior the building looks like a two story structure. According to the Assessor records it was built in 1906 and is 26,196 sq. feet. The

improved value is \$174,700, land value is \$140,800 and total assessed value is \$315,5000. There are at least 64 off-street parking spaces on the property.

Italicized text below is from the Zoning Ordinance in regards to Adaptive Reuses.

Per the municipal code an Adaptive Reuse is defined as “the development of a new use for an older building or for a building originally designed for a special or specific use.”

“The purpose of an Adaptive Reuse is to facilitate the conversion of older, economically distressed, or historically significant buildings to a new use while keeping the building’s historic features intact.”

“ The Common Council may issue a conditional use permit for the preservation, maintenance and adaptive reuse of any building which meets at least one of the following criteria:

1. Buildings originally designed and constructed as a school building as defined under MMC 15.030, and which are or once were owned by a school district;
2. Buildings originally designed and constructed as a church building as defined under MMC 15.030, and which are or once were owned by a church;
3. Buildings individually listed in the National Register of Historic Places, or “contributing” structures identified in the “Manitowoc Intensive Resource Survey Final Report” dated June 1988, and as may be amended from time to time;
4. Buildings larger than 100,000 square feet in building area; or
5. Buildings originally designed and constructed as governmental buildings, and which are or once were owned by a governmental agency.”

Currently the building meets criteria #1 because it was originally constructed as a school building and was once owned by the school district.

A conditional use permit issued under this section shall require a finding by the Common Council that: (1) the reuse of a building is made more difficult to the extent that the marketable value of such properties may be substantially diminished; and (2) the adaptive reuse of a building furthers the promotion and conservation of the economic value of such buildings and thereby protects and improves the City’s tax base.

Below, italics are other elements from the Zoning Code related to Adaptive Reuses.

“ (d) Compliance with Development Regulations. A land use authorized under this section is subject to all development regulations applicable to permitted or conditionally permitted uses in the zoning district in which it is located, excepting reductions or waivers under subsection (29)(e) or (f) of this section, and all building improvements related to the adaptive reuse shall be in compliance with any applicable Federal, State or local laws.

(e) Off-Street Parking. Compliance with the parking requirements under MMC 15.430 may render the reuse of buildings under this section unfeasible. Therefore, the City Council may authorize a reduction or waiver to the number of off-street parking spaces normally required for a particular land use pursuant to MMC 15.430(5). Such reduction or waiver may only be authorized as part of a conditional use permit under this section.

(f) Reduction or Waiver of Other Zoning Requirements. The City Council may authorize any permitted or conditionally permitted land use to locate in an adaptive reuse building under this section, and may further reduce or waive area regulations, height regulations, and sign regulations normally required for a particular land use in the zoning district in which it is located. Such reduction or waiver may only be authorized as part of a conditional use permit under this section.

(g) Multiple Occupants. The City Council may authorize a mixture of uses in a single building in accordance with the requirements of this section.

(h) Termination. Unless otherwise authorized by the City Council, any conditional use permit granted under this section may be terminated pursuant to subsection (27)(f) of this section, and

shall become invalid upon termination of the use(s) for which the conditional use permit was originally authorized.”

Public Comments: Notices were mailed out to the neighbors on October 21<sup>st</sup>, at the time of this writing no comments were received.

Timeline

- Application Received:
- Notification Sent: notices of the Plan Commission meeting mailed out October 21<sup>st</sup>.
- Common Council public hearing will be scheduled for the November 16<sup>th</sup> Council meeting.

**Recommendation:** Recommend approval of an Adaptive Reuse Conditional Use Permit for Manitowoc Property Management, LLC located at 1034 S. 18<sup>th</sup> Street under the following conditions:

**REQUIREMENTS FOR ADAPTIVE REUSE  
CONDITIONAL USE PERMIT (CUP)  
APPROVAL FOR MANITOWOC PROPERTY MANAGEMENT, LLC  
1034 S. 18TH STREET  
11/16/2020**

Re: PC35-2020: The adaptive reuse CUP is granted exclusively to Manitowoc Property Management, LLC (MPM pursuant to Section 15.370(29) of the Manitowoc Municipal Code ("Code") for property located at 1034 S. 18th Street (Property"), and shall hereinafter serve as authorization for the location and operation of a hair salon, massage therapy, tanning salon and coffee shop in addition to uses already permitted within the B-1 zoning district. The area of the CUP is identified on the attached map and shall hereinafter be referred to as the "CUP Area". The CUP Area is defined as Tax Parcels # 000-262-200.

MPM is required to comply with the following conditions:

1. The CUP authorizing the siting and operation of MPM in the CUP Area shall not become effective and binding until the Common Council approves the CUP as outlined herein and all applicable permits, licenses and authorizations are in place.
2. MPM shall not assign or transfer its interest in the CUP to any party without the written approval of the Manitowoc City Plan Commission and Manitowoc Common Council. In the event the CUP Area is sold or leased to a party other than an entity in which MPM has a controlling interest, the CUP shall then terminate effective the date of conveyance and the subsequent owner shall reapply for a new CUP.
3. Compliance with all federal, state and local regulations, licensing and Code requirements.
4. The hours of operation for the salon, massage therapy, tanning services, and coffee shop shall be limited to 7am to 9pm Monday through Saturday. Similar or comparable uses to aforementioned uses or other uses permitted in the B-1 zoning district may be permitted after approval by the Community Development Department.
5. All exterior lighting from the CUP area shall be contained to the site and shall not extend over the property lines onto adjoining properties. Light emitted from the site shall not exceed 0.1 foot candles at the adjoining or abutting residential property line.
6. Garbage receptacles / dumpsters, when stored outside, shall be leak proof, secure against rodents and have permanent, tight fitting covers. Garbage receptacles / dumpsters shall be stored in an unobtrusive area and shall be screened from off-premises view with a site obscuring fence, wall or evergreen hedge and gate. The Community Development shall approve dumpster/garbage locations and the site obscuring treatment.
7. No more than 25% of the gross building square footage shall be used for uses that are not specifically permitted in the B-1 Zoning District (15.230(1)). Non-permitted uses over 25% of the gross square footage shall need to get prior approval from the Plan Commission.
8. No merchandise or other goods, products, materials or containers shall be displayed outside of the building where such business is carried on.
9. Non-compliance with the terms of the CUP may result in the modification of the terms and conditions of the CUP, issuance of citations and financial penalties, or immediate revocation of the CUP.



CITY OF MANITOWOC  
WISCONSIN, USA  
[www.manitowoc.org](http://www.manitowoc.org)



October 21, 2020

**NOTICE OF PUBLIC HEARINGS**

As an abutting or fronting property owner to an area of a proposed Conditional Use Permit in the City of Manitowoc you are being notified of the following public hearings:

- **Plan Commission Informational Hearing - Wednesday, October 28, 2020 at 6 P.M.**  
*This meeting is being conducted via remote conferencing software due to COVID-19. Members of the public may call to listen in at 1-888-475-4499, Meeting ID: 868 7312 2246, Password: 640482.*
- **Common Council Public Hearing – Monday, November 16, 2020 at 6:30 P.M.**  
*The Common Council Public Hearing will be held in the Council Chambers and also via remote conferencing software. The area of the proposed conditional use permit is identified on the attached map.*

***Petitioner is: PC 35-2020: Manitowoc Property Management, LLC; Request for a Conditional Use Permit for an Adaptive Reuse pursuant to 15.370(29) located at 1034 S. 18th Street***

You are invited to attend these hearings in order to voice your opinion on the proposed conditional use permit. If you wish, you can call the Community Development Department at 920-686-6930 and we will be glad to discuss the proposal with you.

Respectfully Submitted,  
Paul Braun  
City Planner

Enclosures: Request Letter  
Map



# Manitowoc Property Management LLC

LET US DO THE WORK

October 12, 2020

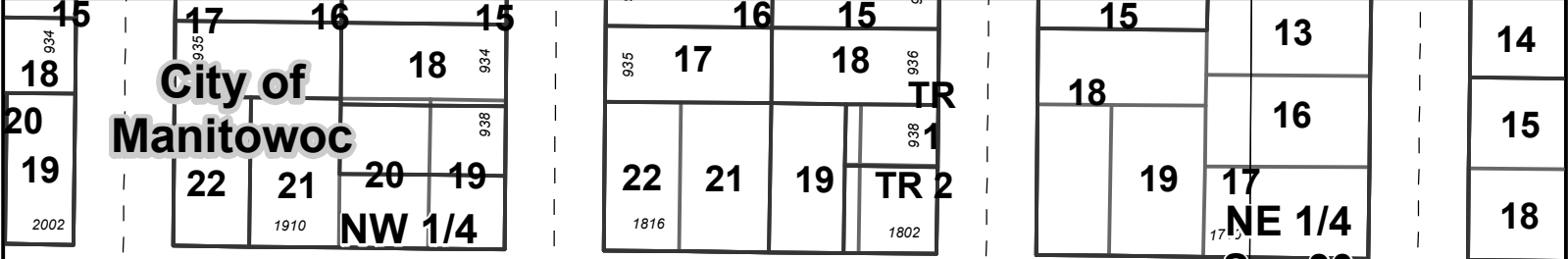
Manitowoc City Planning Department  
Attn: Paul Braun  
900 Quay St.  
Manitowoc, WI 54220

Subj: Adaptive Reuse of School – 1034 S. 18<sup>th</sup> St. Manitowoc, WI 54220

We are requesting Adaptive Reuse for the property located at 1034 S. 18<sup>th</sup> St. Manitowoc, WI 54220. The property would be primarily used for Business/Professional, as well as a hair salon, nail salon, and possibly massage/tanning services. The 19<sup>th</sup> Street entrance (old gymnasium) would be the main entrance. The old gymnasium would be a waiting area as well as a coffee shop. Ideally, the coffee shop would open at 7am, which would fall outside of the 8:00 am to 8:00 pm "Special Conditions" for B-1 zoning. We are requesting adaptive reuse of the building for a mixture of uses as described above. No major alterations will be made to the existing parking lot or of the exterior structure in order to preserve the historical integrity of the property.

Thank you,

Richard R. Robinson Sr.  
Manitowoc Property Management LLC  
MPM Realty  
1302 Washington St.  
Manitowoc, WI 54220  
888-744-6615

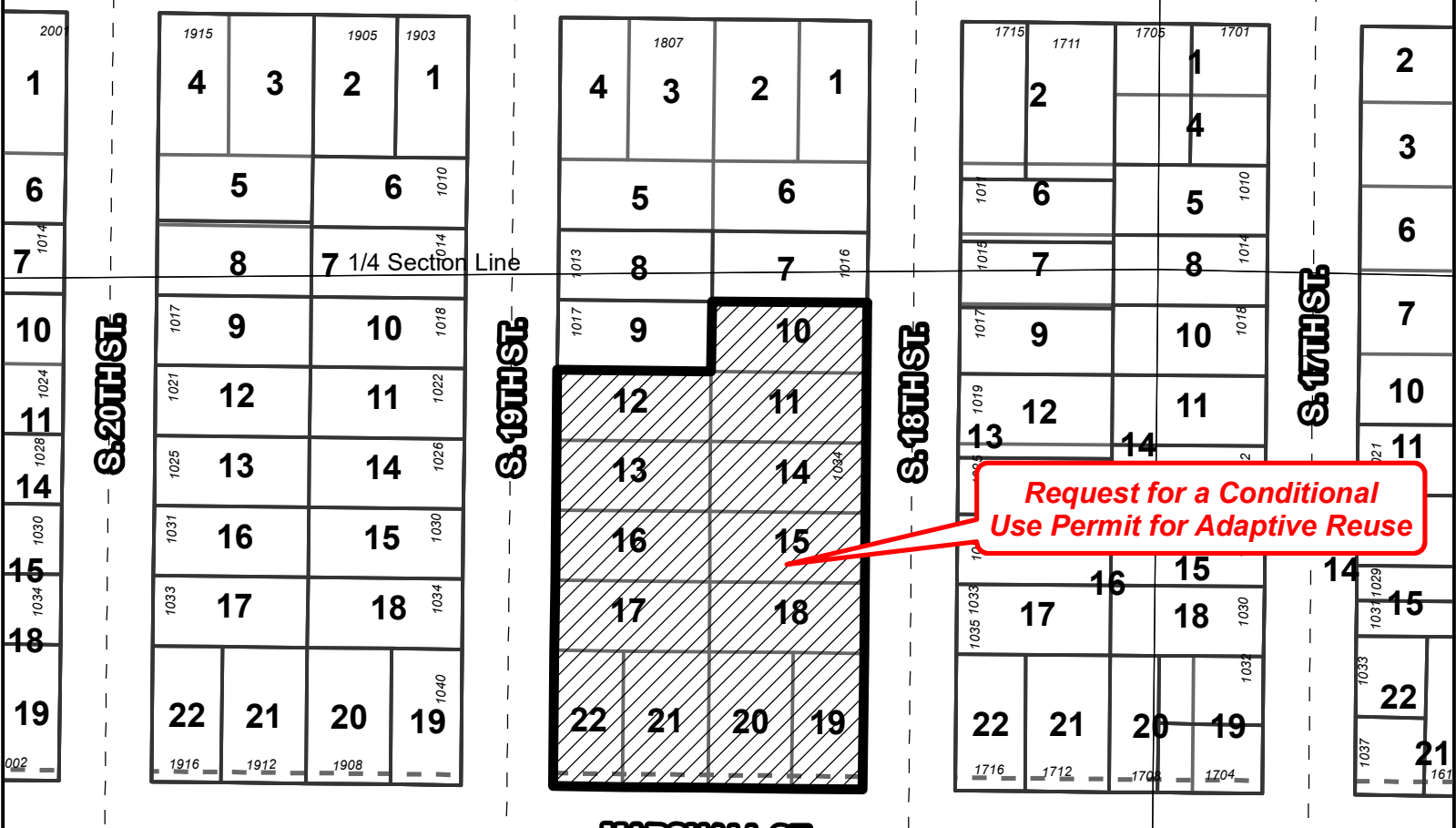


City of Manitowoc

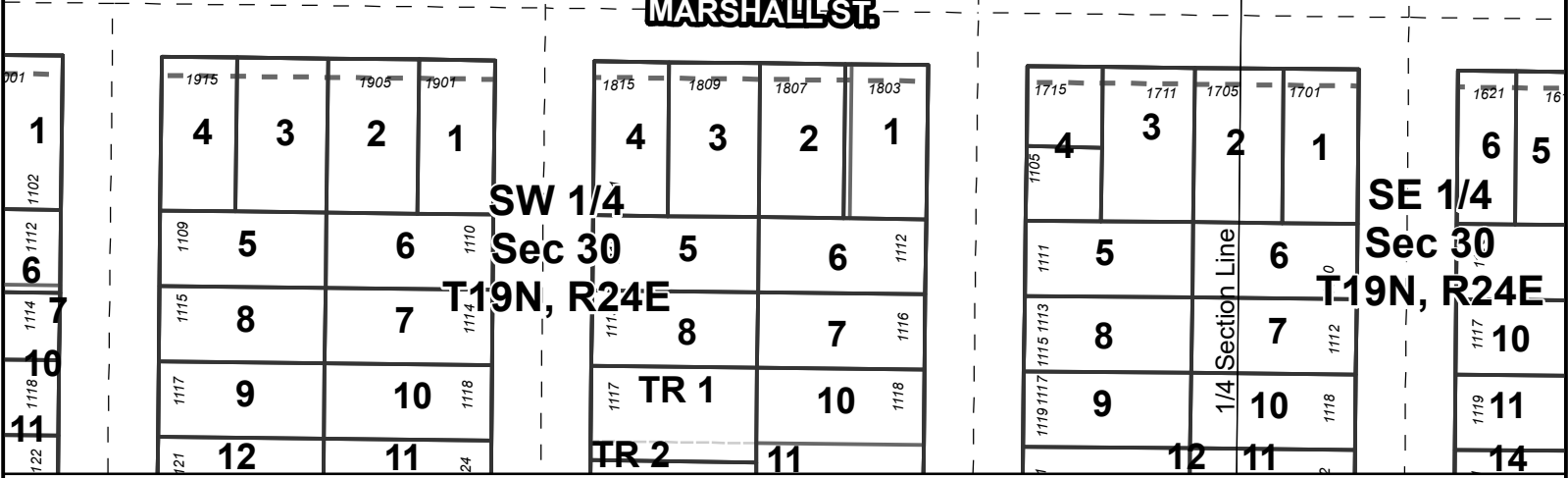
Sec 30 T19N, R24E

WASHINGTON ST

Sec 30 T19N, R24E

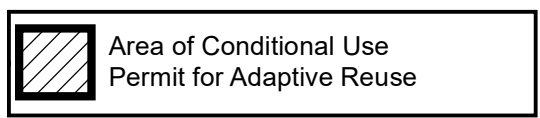
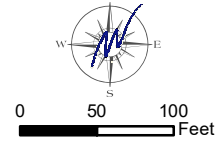


**Request for a Conditional Use Permit for Adaptive Reuse**



# CONDITIONAL USE PERMIT

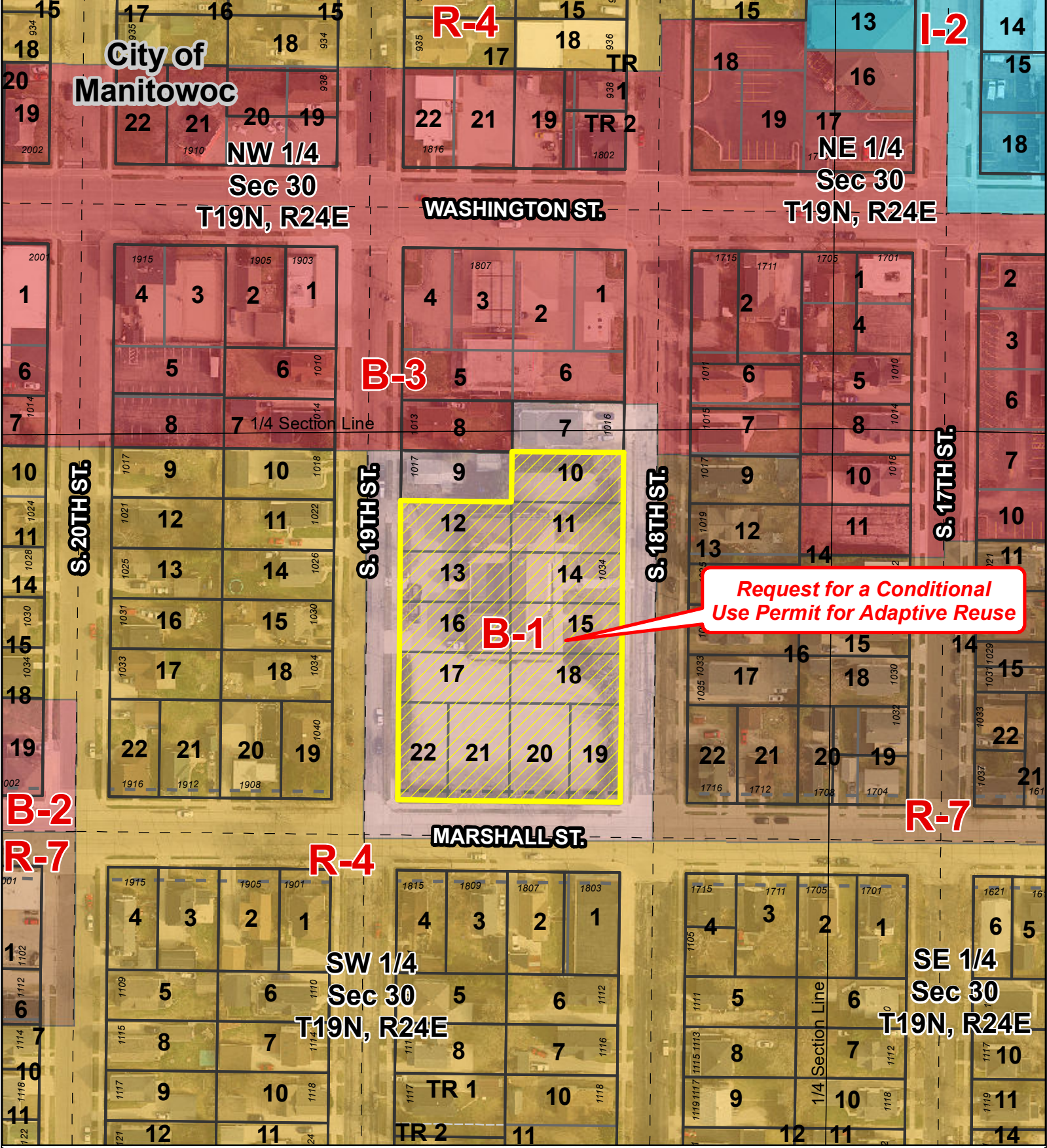
City of Manitowoc, WI



DISCLAIMER: Maps and associated data are believed to be accurate, but are not warranted. This information is not intended for legal, survey, or other related uses. Please obtain the original recorded documents for legal or survey information.

Prepared by City of Manitowoc  
Community Development Department  
www.manitowoc.org  
Map Plotted: 10/20/2020

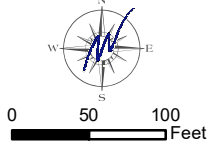
PC 35-2020  
1034 S. 18th St.



**Request for a Conditional Use Permit for Adaptive Reuse**

# CONDITIONAL USE PERMIT

City of Manitowoc, WI



**Area of Conditional Use Permit for Adaptive Reuse**

DISCLAIMER: Maps and associated data are believed to be accurate, but are not warranted. This information is not intended for legal, survey, or other related uses. Please obtain the original recorded documents for legal or survey information.

Prepared by City of Manitowoc  
Community Development Department  
www.manitowoc.org  
Map Plotted: 10/20/2020

O:\Planning\IPC Plan Commission\PC\_CUP\2020\PC 35-2020 1034 S 18th Street\Maps\IPC 35-2020 Manitowoc Property CUP Zoning.mxd

PC 35-2020  
1034 S. 18th St.

Manitowoc City Plan Commission





10.19.2020 13:51



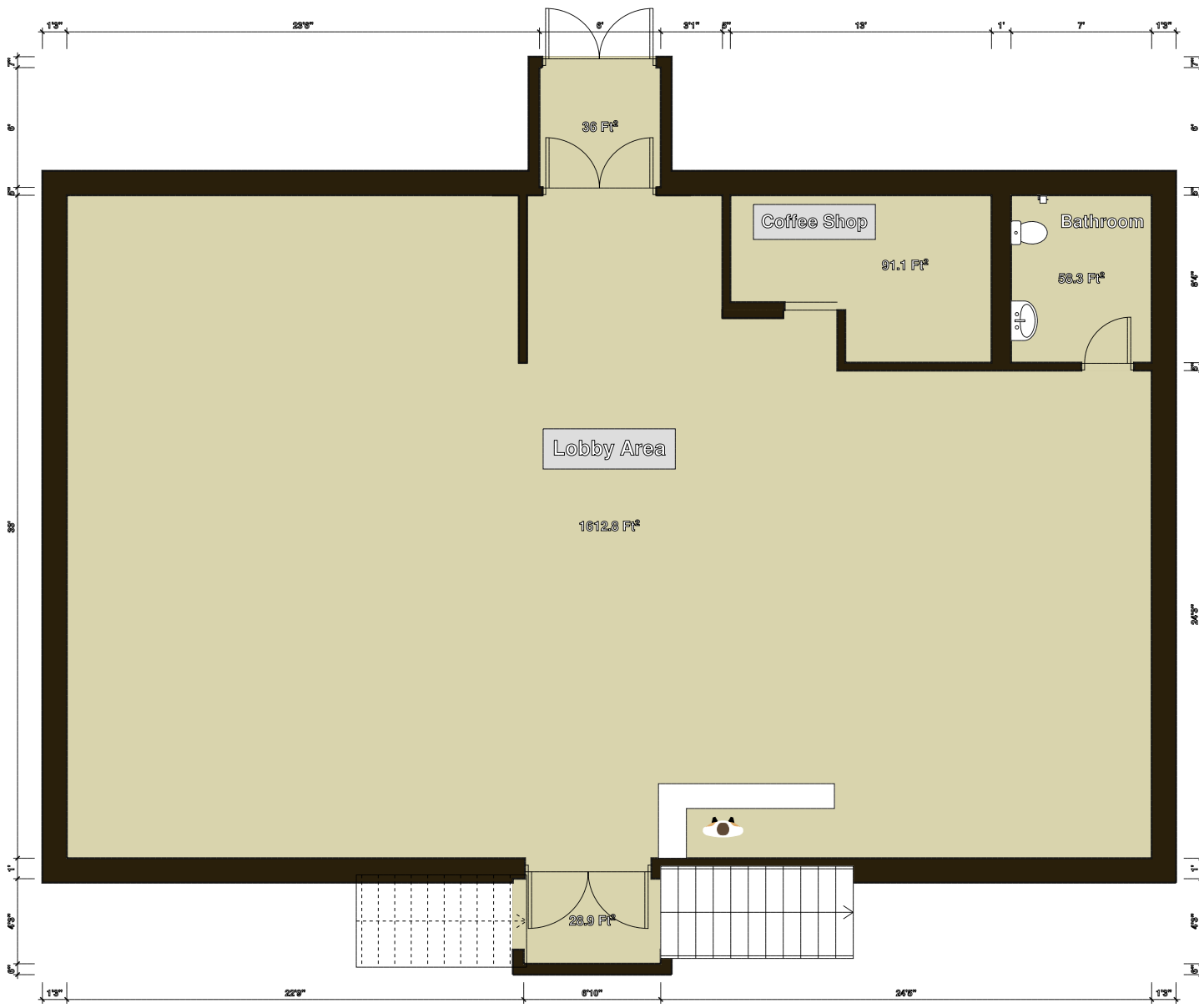
MOM Center

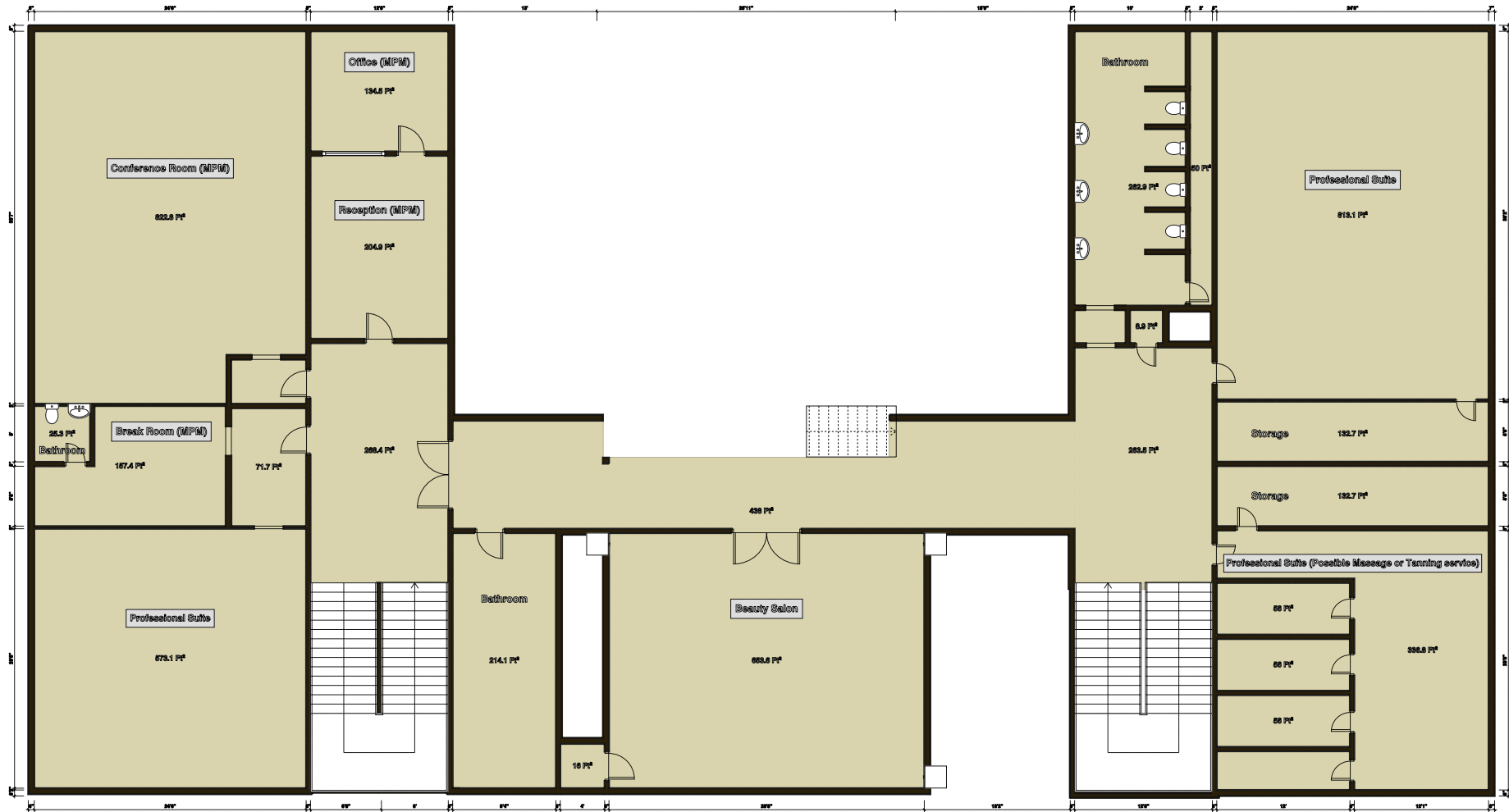
10.19.2020 13:52

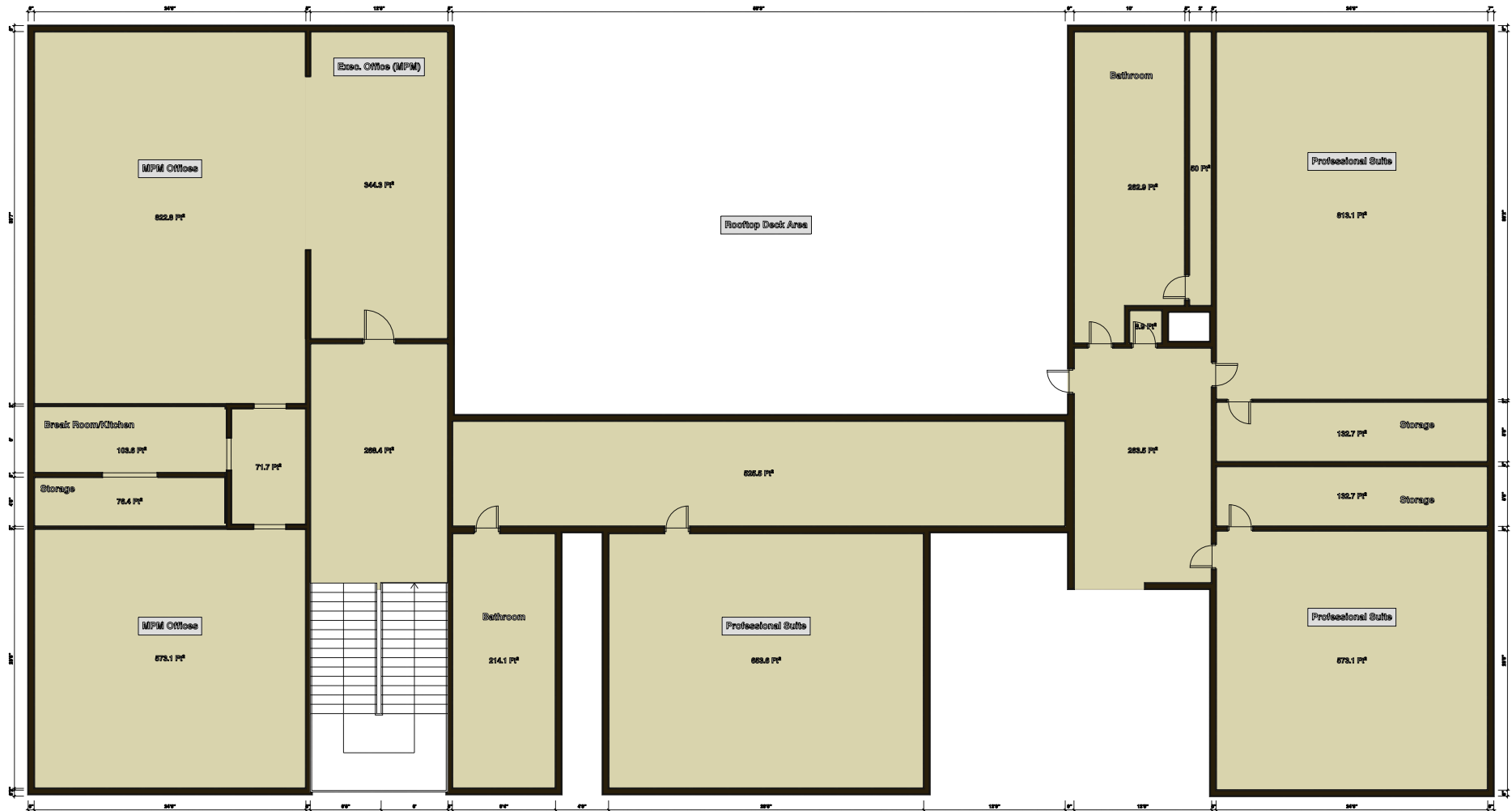


10.19.2020 13:52









# MPM Center

Pictures and Captions

Coffee Shop







Salon













# Professional/Service Room 1





# Professional/Service Room 2













# MPM Reception



Main Office



Conference Room







Break Room







# Professional Room 3









# MPM Office Space











# Professional Office Space Room 1









# Professional Office Space Room 2







# Professional Office Space Room 3





