

LPI  
3-17-14

14-401

March 17, 2014

CITY OF  
MANITOWOC

David Less  
City Planner

To: Mayor and Common Council

From: Manitowoc City Plan Commission

Subject: **PC8-2014: Red Arrow Products Company LLC; Request to Rezone Property Located at 200 East Waldo Boulevard from "B-3" General Business District to "C-1" Commercial District**

Dear Mayor and Common Council:

At the regular March 12, 2014 meeting of the City Plan Commission, the Commission held a public informational hearing regarding a request from Red Arrow Products Company LLC, the record owner of property located on the north side of Waldo Boulevard, and west of Memorial Drive. Red Arrow is requesting that the portion of their property currently zoned "B-3" General Business District be rezoned to "C-1" Commercial. This rezoning proposal is related to a planned redevelopment of the former Elk's clubhouse and "The Club" restaurant building into new corporate offices for Red Arrow, including laboratories. The former golf course portion of the property is not impacted by this rezoning. The area impacted by the proposed rezoning is depicted on the attached map, and measures approximately 6.24-acres to the center line of Waldo Boulevard.

I & S Holdings, LLC (d/b/a The Club) acquired the property from the Elks Club in June, 2011, and subsequently sold the property to Red Arrow in May, 2013. The property acquired by Red Arrow is further identified by tax parcel #'s 817-404-010 and 817-404-020.

The proposed redevelopment project includes the renovation of the existing 2-story, 14,200sf building; new construction of a 1-story, 25,212sf building; parking areas for laboratory staff, visitor and overflow parking (approximately 113 spaces); and a new monument sign to replace the existing sign. Uses in the building will be offices, conference rooms, chemical lab, flavor lab, tasting areas, kitchen and culinary training areas. This project has a preliminary cost estimate of \$5.5mm.

The Commission notes that the "B-3" portion of the property will need to be rezoned to "C-1" to permit the laboratories. The labs would be producing and fine tuning product in small batches, and then sent elsewhere for production. Laboratories aren't permitted in the current "B-3" district.



OFFICE OF CITY PLANNING,  
CITY PLAN COMMISSION



In closing, the Commission notes that this request for rezoning is consistent with the City's 2009, 20-year land use map as part of the Comprehensive Plan, in that it identifies the proposed rezoning area as "General Business"; a land use category intended for commercial and retail uses at a neighborhood scale. The recommended zoning for this land use category is "B-2", "B-3" and "C-1", and calls for developments featuring a higher level of design standards and building materials. Based on the City's Plan, the proposed rezoning is deemed to be consistent with the current Comprehensive Plan.

As such, the Commission unanimously recommended that the Council instruct the Clerk to call for a public hearing (April 7<sup>th</sup>), and further that the Council adopt a rezoning ordinance upon completion of the public hearing.

In closing, the Commission notes that there was no one present to speak at the informational hearing.

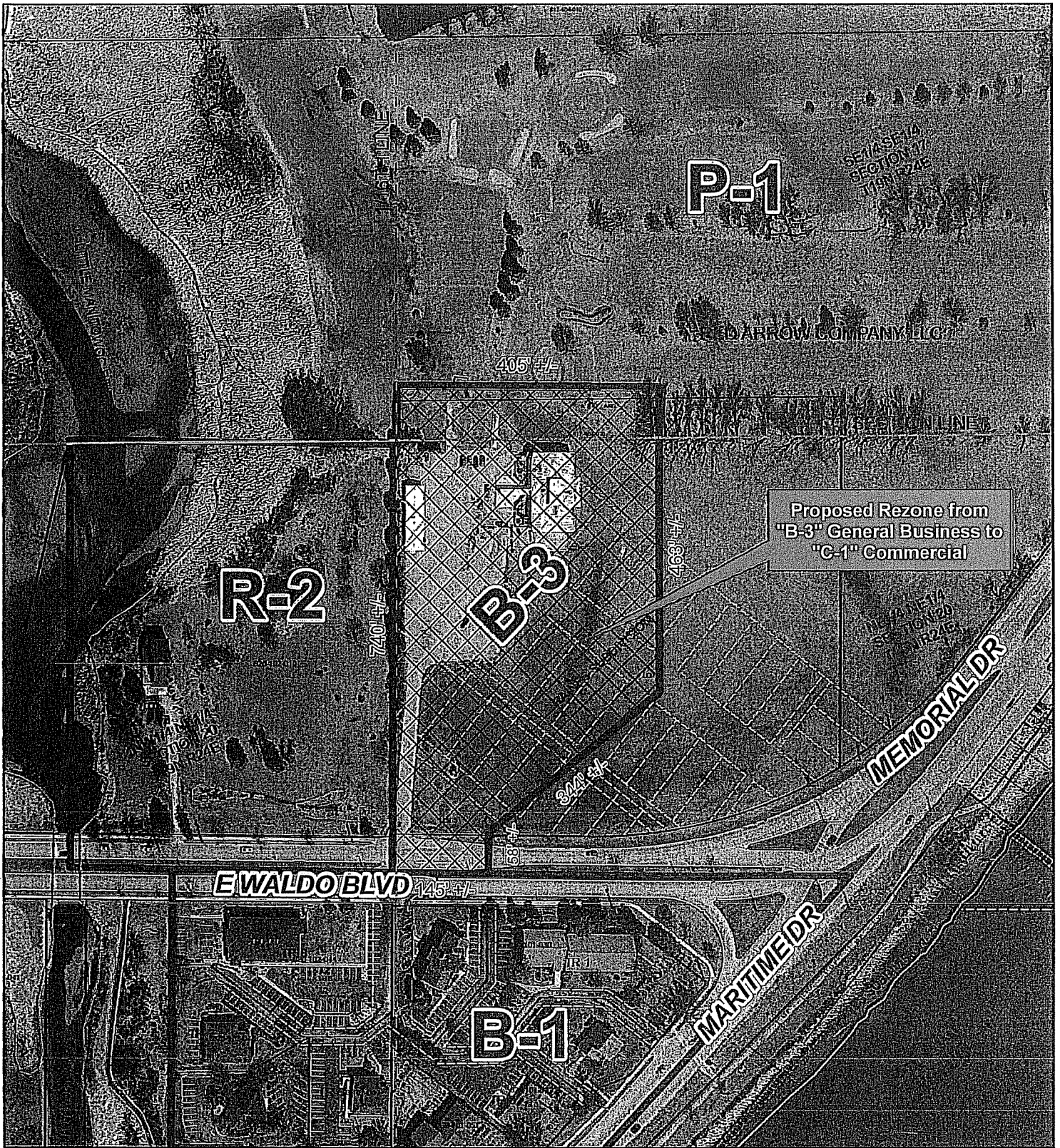
Respectfully Submitted,



David Less  
City Planner

Attachment

Re: Document #2014-208  
Granicus #14-286



PC 8 - 2014

# CHANGE IN ZONING

CITY OF MANITOWOC - WISCONSIN

PROPOSED REZONING FROM  
 "B-3" GENERAL BUSINESS TO "C-1" COMMERCIAL



Prepared by City of Manitowoc  
 Planning Department  
 For Plan Commission  
[www.manitowoc.org](http://www.manitowoc.org)  
 Map Printed: 3/5/2014

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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.

