



**CITY OF RACINE  
DEPARTMENT OF CITY DEVELOPMENT  
STAFF REPORT**

**Meeting Date:** 7/15/2024

**To:** Mayor and Planning, Heritage, and Design Commission

**From:** City Development Department, Division of Planning and Redevelopment

**Division Manager:** Steven Madsen– (262) 636-9151 [steven.madsen@cityofracine.org](mailto:steven.madsen@cityofracine.org)

**Case Manager:** Steven Madsen

**Location:** 1124 High Street

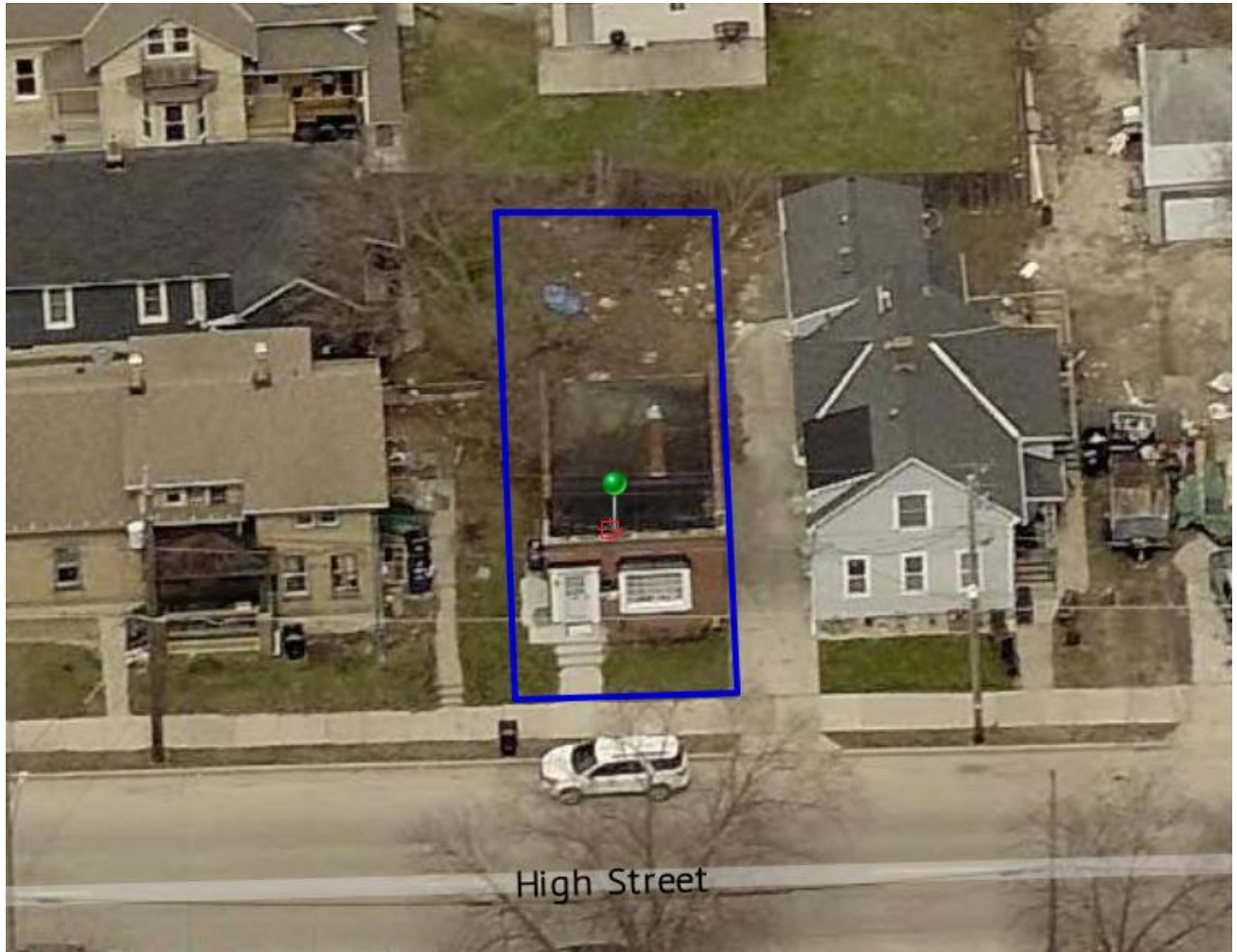
**Applicant:** Laura Gonzalez / Roberto Gonzalez

**Property Owner:** Unforgettable Moments Flowershop Holdings, LLC

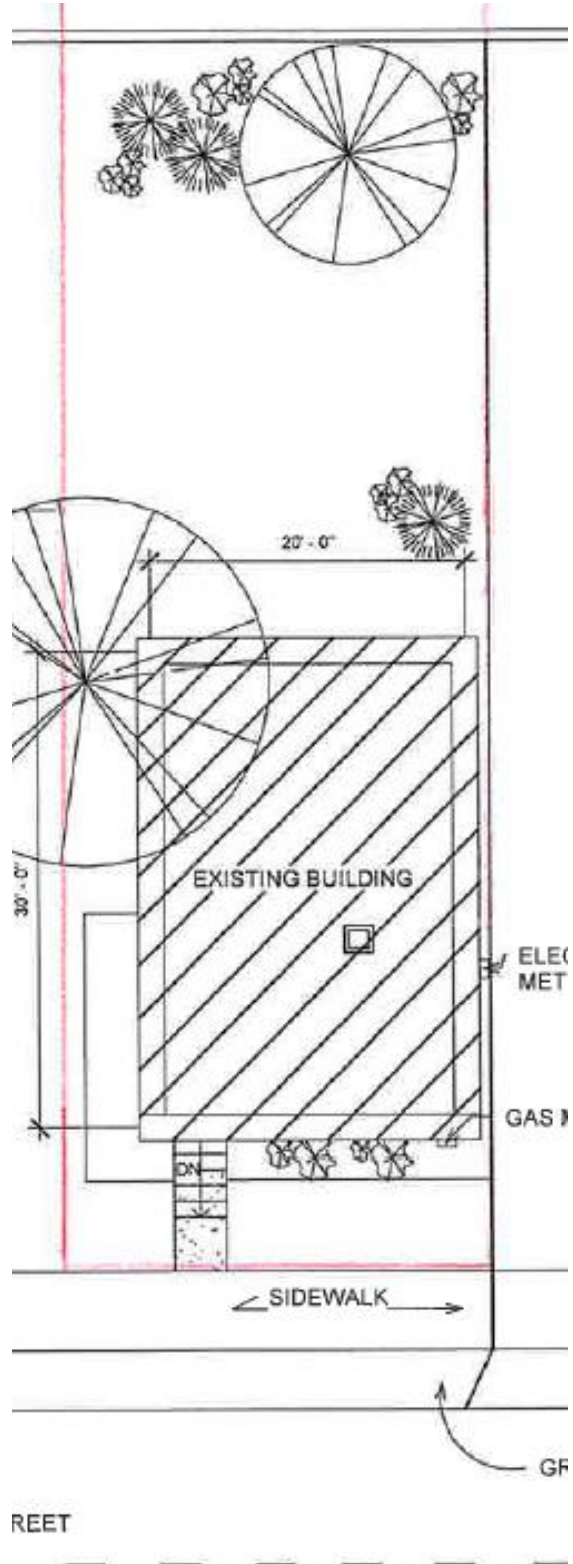
**Request:** Consideration of a request for a conditional use permit to operate flower shop at 1124 High Street, as allowed by Sec. 114-308 of the Municipal Code.

**BACKGROUND AND SUMMARY:** The application contemplates having a flower shop in a commercial building that is zoned residential. The flower shop will be open 9:00 am to 5:00 pm every day of the week.

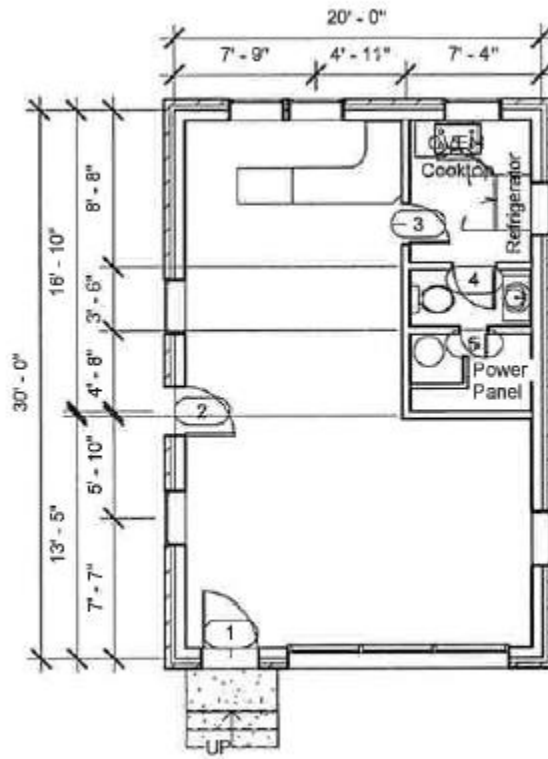
The Zoning Ordinance classifies commercial uses that are in commercial structures are permissible in the R-3 Limited General Residence Zone District upon the issuance of a conditional use permit (114-308).



Birdseye view of the property, indicated in blue, (north is up) (image from City Pictometry)



Proposed site plan North is up



Proposed floor plan/interior layout, north is up.

## GENERAL INFORMATION

**Parcel Number:** 21062001

**Property Size:** 2073.46 square feet

**Comprehensive Plan Map Designation:** High Density Residential

**Consistency with Adopted Plans:**

The [Racine Comprehensive Plan](#) states that:

- Maintain and develop a land use pattern that strengthens the character and livability of the City’s downtown core, commercial and industrial areas, and neighborhoods.
- Promote redevelopment and infill in areas with existing infrastructure and services, enhancing existing residential, commercial, and industrial areas.

**Corridor or Special Design District?:** Douglas Avenue Corridor

**Historic?:** N/A

**Current Zoning District:** R-3 Limited General Residence

**Purpose of Zone District:** The R3 limited general residence district is intended to provide areas which are to be occupied substantially by single-family and two-family dwellings and attached dwellings. It is designed to accommodate limited apartment dwellings while maintaining a low density owner-occupancy character.

**Proposed Zoning:** No change proposed

**Existing Land Use:** Vacant Commercial Space

**Surrounding Zoning and Land Uses:**

<b>North</b>	R-2 Single Family Residence	Single Unit Dwellings
<b>East</b>	R-3 Limited General Residence	Single Unit Dwellings
<b>South</b>	B-2 Community Shopping	Flat Iron Mall (Vacant)
<b>West</b>	R-3 Limited General Residence	Single Unit Dwellings

**Operations:** The applicant is seeking to use the commercial style building as a flower shop.

## ANALYSIS:

### Development Standards:

**Density** ([114-Article V](#): Article VII, Div. 5 [Bulk Regulations](#) & 8 [Lots](#)): There are no changes planned to the building as a result of this proposal.

Standard	Required	Provided
Lot Area	No minimum	2073.46
Lot Frontage	30 feet	25 feet*
Floor Area Ratio	4.0 maximum	.29

\* The frontage is legal non-conforming

**Setbacks** ([114-Article V](#): Article VII, Div. 6 [Development Standards](#)): Nonresidential uses are not required to provided yards.

Yard	Required	Provided
Front (South)	0 feet	11 feet
Side (East)	0 feet	.5 feet
Side (West)	0 feet	3.8 feet
Rear (North)	0 feet	42 feet

**Building design standards** (114-Secs. [735.5](#) & [736](#)): The building on the parcel complies with the requirements of 114.735.5.b.1. The request does not include any new buildings or modifications to the exterior of the existing building.

**Off-street parking and loading requirements** (114- [Article XI](#)) The proposed use requires the same parking as previous retail uses would have required. Since there is no increase in intensity of use there would be not requirements to increase parking.

Use Type	Required	Provided
<b>Flower Shop</b>	<b>0</b>	<b>0</b>
Total	0	0

**Landscaping, screening and yard requirements** ([114- Article V](#): Article VII, Div. 6 [Development Standards](#) & 7 [Fences and Walls](#)): There is no real space on either side of the structure to provide screening and screening is not required specifically for commercial uses in residential zones.

**Sign Regulations** (114-[Article X](#)): Signage is not a part of this request. Any future signage would need to follow the sizing requirements outlined below:

Sign Type	Allowable Sq. Ft.
Projecting/Wall	16 square feet
Total	16 square feet

**Outdoor lighting, signs** ([114-Sec. 742](#)): The lighting on the property complies with the requirement that lighting be arranged, shielded and oriented in a manner which does not direct glare onto adjacent properties.

**Rubbish and trash storage** ([114-Article V](#) & [114-740](#)): There is no proposed outdoor trash enclosure. The trash would need to be stored inside in containers until it is picked up.

**Engineering, Utilities and Access:**

**Access** ([114-1151](#)): There is no vehicular access to the site. All access would have to be from the public right-of-way w

**Surface drainage** ([114-739](#) & Consult Engineering Dept.): There are no proposed changes to any of the surfaces on the lot and drainage should not be affected.

**Sewage disposal and water supply** ([114-821](#) & Consult Engineering and S/W Utility): All utilities are available for this site and the applicant proposal to utilize this site is not expected to impact the ability to serve this area.

**Exceptions to ordinance:** N/A

**Additional Planning and Zoning Comments:** N/A

## **REQUIRED FINDINGS OF FACT:**

CONDITIONAL USE FINDINGS (Sec. 114-154. – Standards.)

No Conditional Use shall be recommended by the Planning, Heritage and Design Commission unless it is found that that:

- 1) The establishment, maintenance, or operation of the conditional use will not be detrimental to, or endanger, the public health, safety, morals, comfort, or general welfare.**

Staff Comments: The tiny lot and structure have been commercial in nature since it was constructed in 1941. There are likely to have been many low intensity commercial uses that have come and gone from this building. The establishment of a flower shop another low intensity commercial use should not be detrimental to the public.

- 2) The conditional use will not be injurious to the use and enjoyment of other property in the immediate vicinity for the purposes already permitted, nor substantially diminish and impair property values within the neighborhood.**

Staff Comments: The property is on a block that is almost entirely residential. It is close to the Douglas Avenue commercial corridor and is close to public parking lots. The continuation of this site as a commercial business should not impair property values. The approval of this use should lead to the property being maintained which will help maintain neighborhood property values.

- 3) The establishment of the conditional use will not impede the normal and orderly development and improvement of the surrounding property for uses permitted in the district.**

Staff Comments: The continuation of this commercial use in this structure will not impede normal or orderly development. The small lot and structure take up a very small footprint on the block it occupies and does not detract from any commercial use on Douglas Avenue. This suggests it should not impede any development that may happen on the residential block or the commercial property nearby.

- 4) Adequate utilities, access roads, drainage and/or necessary facilities have been or are being provided.**

Staff Comments: The existing facilities are adequate to serve the building and this use.

- 5) Adequate measures have been or will be taken to provide ingress and egress so designated as to minimize traffic congestion in the public streets.**

Staff Comments: The applicant is not contemplating any changes in access to the site. Off street access to the site would not be possible under the current rules.

- 6) The proposed conditional use is not contrary to the objectives of the current land use plan for the city.**

Staff Comments: The Comprehensive Plan calls for redeveloping and infill of areas. This use will fill the existing building and will prevent it from deteriorating to a point of cause a detriment to the neighborhood.

- 7) The conditional use shall, in all other respects, conform to the applicable regulations of the district in which it is located, except as such regulations may, in each instance, be modified pursuant to the recommendations of the plan commission.**

Staff Comments: It is expected that this development will operate in accordance with the applicable regulations for this zone district. No exceptions are needed with the request.



## **POSSIBLE ACTIONS FOR THE PLANNING, HERITAGE AND DESIGN COMMISSION**

1. Approve the request as submitted; or
2. Approve the request with conditions deemed necessary to mitigate any adverse impacts that could arise from the project; or
3. Deny the request; or
4. Defer the request to obtain more specific information about the request, subject to the consent of the applicant; or
5. Defer the request with a continuance of the public hearing to a date certain, subject to the consent of the applicant.

**STAFF RECOMMENDATION:** THAT BASED ON THE FINDINGS OF FACT IN THIS REPORT, THE REQUEST FROM LAURA GONZALEZ AND ROBERTO GONZALEZ, TO OPERATE A FLOWER SHOP IN AN EXISTING COMMERCIAL BUILDING AT 1124 HIGH STREET BE APPROVED, SUBJECT TO THE FOLLOWING CONDITIONS:

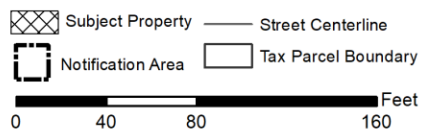
- a) That the plans presented to the Planning, Heritage, and Design Commission on July 15, 2024 be approved subject to the conditions contained herein.
- b) That signage be reviewed and approved by the Department of City Development prior to receiving a sign permit.
- c) That the property be kept free of litter and trash and that trash be always stored in closed containers.
- d) That all codes and ordinances are complied with and required permits acquired.
- e) That no minor changes be made from the conditions of this permit without approval of the Department of City Development and no major changes be made from the conditions of this permit without the approval of the Planning, Heritage and Design Commission.
- f) That this conditional use permit is subject to review of the Planning, Heritage, and Design Commission for compliance with the listed conditions.

## **ATTACHMENTS:**

- 1) Property owner notification map indicating the subject property;
- 2) Aerial Photo indicating the subject property;
- 3) Zoning Map indicating the subject property;
- 4) Land Use Map from Comprehensive Plan, indicating the subject property;
- 5) Site photos of the property and general area; and
- 6) Submittal documents (view in Legistar).

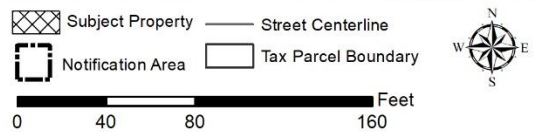


# Conditional Use Request - 1124 High Street



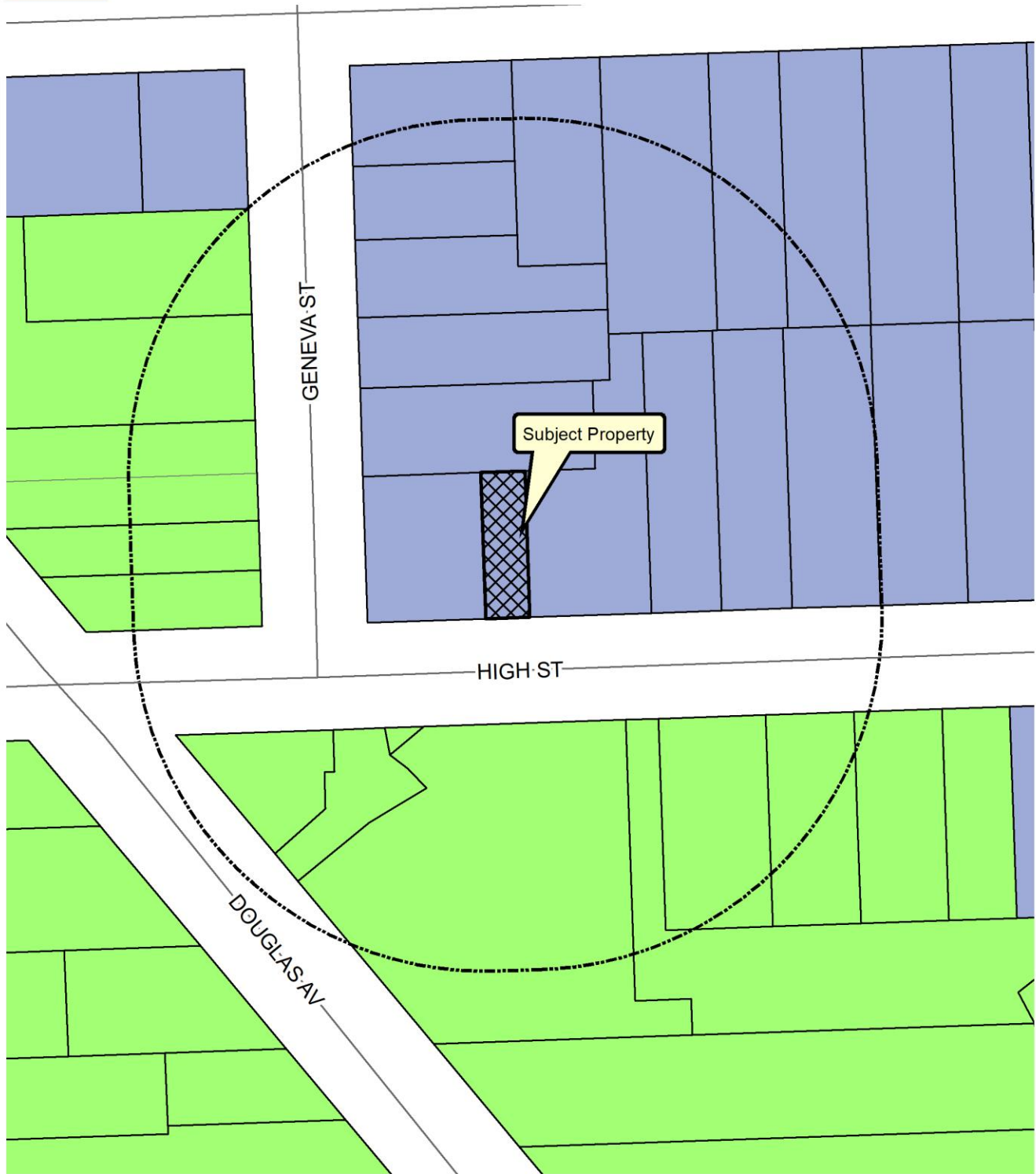


# Conditional Use Request - 1124 High Street





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## Zoning Designation

- B-2
- R-3

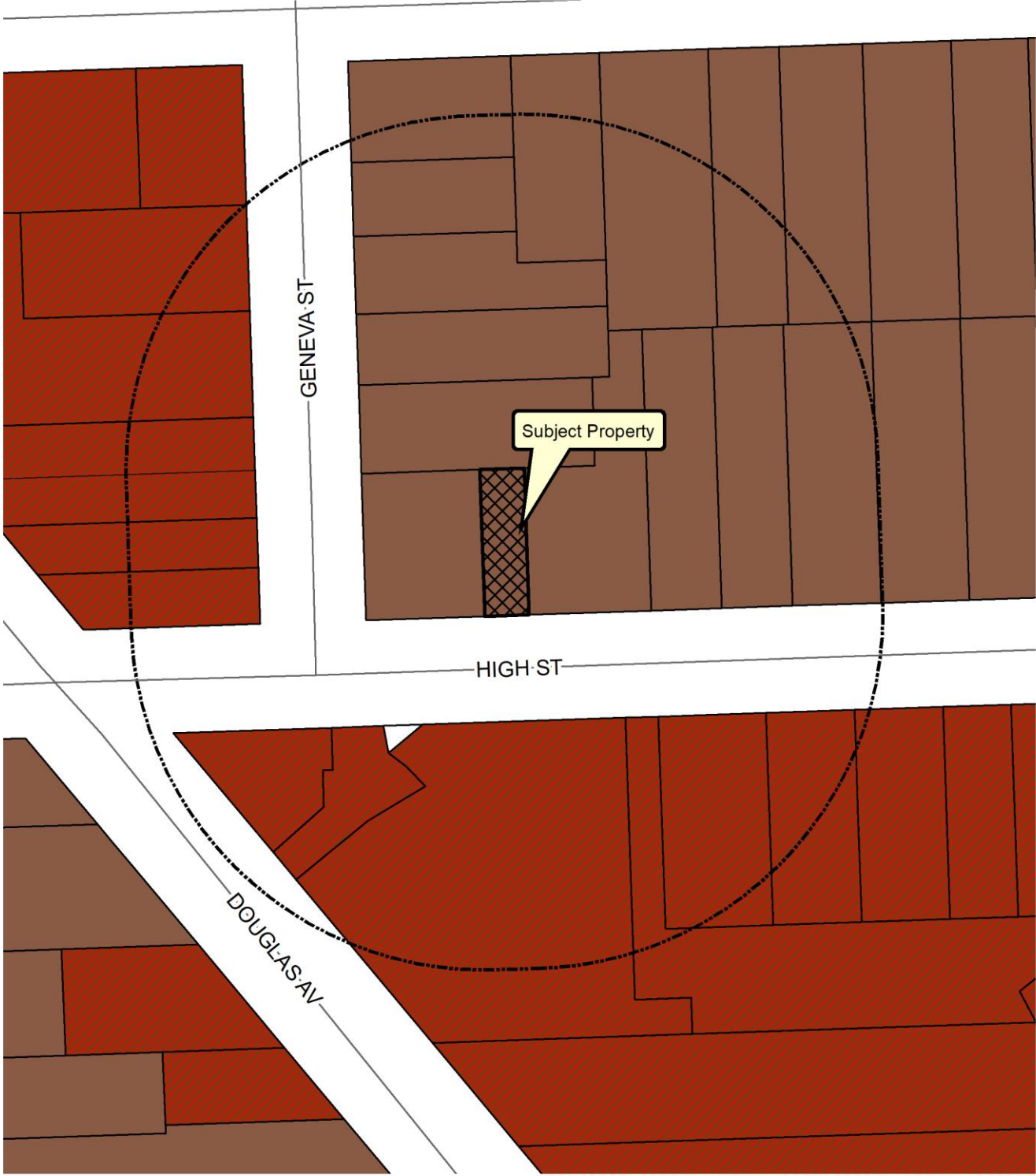
Subject Property     Street Centerline  
 Notification Area     Tax Parcel Boundary

0     40     80     160 Feet










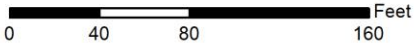
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### Land Use Designation

-  Mixed Use - Commercial Emphasis
-  High Density Residential

-  Subject Property
-  Notification Area
-  Street Centerline
-  Tax Parcel Boundary



Site Photos



Looking North at the structure



Looking Northwest up High Street



Looking Northeast down High Street



Looking South across High Street