



## CITY OF RACINE DEPARTMENT OF CITY DEVELOPMENT STAFF REPORT

**Meeting Date:** 6/26/2019

**To:** Mayor and Plan Commission Members

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

**Division Manager:** Matt Sadowski – (262) 636-9152 [matthew.sadowski@cityofracine.org](mailto:matthew.sadowski@cityofracine.org)

**Case Manager:** Jeff Hintz

**Location:** 2090 S. Green Bay Road, located on the northwest corner of the intersection of S. Green Bay Road and Twenty First Street.

**Applicants:** Mitra QSR.

**Property Owner:** Sekao INC

**Request:** Consideration of a minor change to a conditional use permit to consider signage changes on the property and minor changes related to painting and design of the building façade. The subject property is within a B-2 Community Shopping Zone District. The proposed changes are being reviewed by the Plan Commission as required in section [114-155](#) (b) of the Municipal Code.

**BACKGROUND AND SUMMARY:** The existing restaurant business on the property seeks to rebrand the existing building on the property with updated signage and a revised façade on all sides of the building. The interior of the building will be remodeled to in conjunction with this rebranding project.

The proposed changes are determined to be a minor amendment to an existing conditional use permit, pursuant to section 114-155 of the Municipal Code.



Birdseye view of the property, indicated in red (image from City Pictometry).



Proposed south elevation and signage, submitted by applicant.



Proposed east elevation and signage (Green Bay Road side), submitted by applicant.



Proposed west elevation and signage (drive-thru side), submitted by applicant.

## GENERAL INFORMATION

**Parcel Number:** [23926002](#)

**Property Size:** .97 acres

**Comprehensive Plan Map Designation:** Commercial

**Consistency with Adopted Plans:**

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

- The plan should encourage the redevelopment of older areas and commercial areas.
- Promote redevelopment and infill in areas with existing infrastructure and services, enhancing existing residential, commercial, and industrial areas.
- Promote the expansion or stabilization of the current economic base and the creation of a range of employment opportunities.

**Corridor or Special Design District?:** N/A

**Historic?:** N/A

**Current Zoning District:** B-2 Community Shopping

**Purpose of Zone District:** The B2 community shopping district is intended to accommodate the needs of a much larger consumer population than is served by the neighborhood convenience district, thus a wider range of uses and structure sizes is permitted for both daily and occasional shopping.

**Proposed Zoning:** No change proposed

**Existing Land Use:** Restaurant

**Surrounding Zoning and Land Uses:**

<b>North</b>	Village of Mount Pleasant	Multiple dwelling unit development
<b>East</b>	I-2 General Industrial	Contractor Shop/Yard
<b>South</b>	B-2 Community Shopping	Gas Station
<b>West</b>	B-2 Community Shopping	Quick lube oil center

**ANALYSIS:**

Development Standards:

**Building design standards** (114-Secs. [735.5](#) & [736](#)): The building on this parcel complies with the requirements of 114.735.5.b.1; the contemplated changes also comply with the requirements of the ordinance. The proposal contemplates changes in signage and adds awnings above windows and on the drive-thru. The application contemplates painting of the building using the scheme depicted in the submitted renderings.

**Landscaping, screening and yard requirements** ([114- Article V](#): Article VII, Div. 6 [Development Standards](#) & 7 [Fences and Walls](#)): Screening and yards are not required for this use or zone district, given the surrounding zone districts and uses. To the north the screening is sufficient as if the land were in the City and not the Village of Mount Pleasant. The parking, building and other site items are screened from view of the dwellings. Sec. 114-743 requires that yards and landscaped areas be maintained and at this time the landscaping is in good order and repair.

**Sign Regulations** (114-[Article X](#)): The submitted signage complies with the requirements set forth in the Planned Development for the site in relation to sizing, materials and design. Full signage details included in applicant submittal, included in this agenda.

<b>Sign Type</b>	<b>Allowable Sq. Ft.</b>	<b>Provided Sq. Ft.</b>
Projecting/Wall	264 square feet	215 square feet
Window signs	50% of window area	N/A
Alleyway Signage	N/A	N/A
Total	264 square feet	215 square feet



**Outdoor lighting, signs** ([114-Sec. 742](#)): The lighting on the property conforms to the requirements of this section; the light is not focused onto adjacent properties. The proposed lighting plan also shows light will be focused onto this property and not onto adjacent properties. There are no changes planned for the parking lot lighting for this property.

**Rubbish and trash storage** ([114-Article V](#) & [114-740](#)): Upon a visit to the site, it was observed that a dumpster and a grease trap device were located outside the trash storage area. The existing enclosure also needs some minor repairs. An additional enclosure and some repairs to the existing enclosure are necessary. Alternatively, a new enclosure which would house all the bins and containers, and is located in the same general area would be acceptable.

#### **Engineering, Utilities and Access:**

**Access** ([114-1151](#)): Vehicular access to the site is provided from driveways off South Green Bay Road and Twenty First Street. The site plan submitted by the applicant does not contemplate any changes to access.

**Surface drainage** ([114-739](#) & Consult Engineering Dept.): Remodeling of the building's interior and these minor site changes are not expected to impact the surface drainage of this lot.

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

**Exceptions to ordinance:** N/A

**Additional Planning and Zoning Comments:** The proposal is remodel the exterior of the building and also change the signage scheme for the development. These changes do not change the overall intent or concept of the development and are considered a minor amendment to the existing conditional use permit on the site.

## **REQUIRED FINDINGS OF FACT:**

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

No Conditional Use shall be recommended by the Plan 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 proposed minor amendment to this conditional use is not anticipated to endanger the public health, safety, morals or general welfare of the community of this area in general. The application to change the upper portions of the building façades and update the signage will not alter the operations or general function of this property.

- 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 proposed amendment to the existing conditional use is not anticipated to be detrimental to the use and enjoyment of surrounding properties. The application contemplates updates to signage and updated building façade elements above the masonry base. These changes are not expected to diminish or impair property values in the area; it is anticipated that these changes will enhance the aesthetics of the general area.

- 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 minor amendments to the site contemplated by the applicant are not anticipated to impede or alter the development patterns of this area. The applicant is complying with all requirements related to signage and on the site. The applicant is also adhering to all other requirements which would be applicable to other uses permitted in this district. It is expected that this proposal will show that investment in this area is economically viable and prudent.

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

Staff Comments: The site plan submitted by the applicant does not propose any changes to the access, utilities or drainage for the site. The use of this site and existing building is not expected to impact the provision of utilities for the property or general area.

- 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 site plan submitted by the applicant does not contemplate any changes to the ingress or egress from the site. It is not expected that additional traffic or changes in traffic patterns will occur as a result of this proposal.

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

Staff Comments: The minor amendment is consistent with the objectives of the land use plan for the City. The land use plan designates this property as commercial; there are no planned changes in the operation or general function of the site as a result of this request.

- 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: The applicant submittal complies with the requirements of the zoning ordinance. There are no exceptions requested with this proposal, and the site complies with all development standards at this time.

## **POSSIBLE ACTIONS FOR THE PLANNING 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.

## **STAFF SUPPORTS THE APPLICATION FOR THE FOLLOWING REASONS:**

- This proposal utilizes and updates an existing site while enhancing the overall character of the area.
- The rebranding of the site shows that this area of the community remains a viable and vibrant commercial hub.
- Contemplated changes enhance a welcoming gateway and entrance to the community.

**STAFF RECOMMENDATION:** BASED ON THE FINDINGS OF FACT IN THIS REPORT, THAT THE REQUEST FROM TAMMY KORTE OF ARCVISION INC, AGENT FOR MITRA QSR, SEEKING A MINOR AMENDMENT TO AN EXISTING CONDITIONAL USE PERMIT AT 2090 S. GREEN BAY ROAD BE APPROVED, SUBJECT TO THE FOLLOWING CONDITIONS:

- a) That the plans presented to the Plan Commission on June 26, 2019 be approved subject to the conditions contained herein.
- b) That all license requirements from the State of Wisconsin and City of Racine be obtained, complied with, and kept current at all times.
- c) That the following development standards be complied with prior to occupancy unless otherwise noted:
  1. A trash enclosure(s) as required by Sec. 114-740 be installed on the property. A chain link fence with privacy slats shall not fulfill this requirement. Trash enclosure shall be of a suitable size to enclose all trash containers/bins within the enclosure. Plans and specifications for the enclosure(s) shall be reviewed and approved by the Department of City Development prior to installation.
  2. Sealing and striping of the lot as required by Sec. 114-Article XI.
  3. Screening shall be provided for all rooftop mechanical units. Plans and specifications for the screening shall be reviewed and approved by the Department of City Development prior to installation.
- 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 Plan Commission, and no major changes be made from the conditions of this permit without the approval of the Common Council.
- f) That this conditional use permit is subject to Plan Commission review for compliance with the listed conditions.

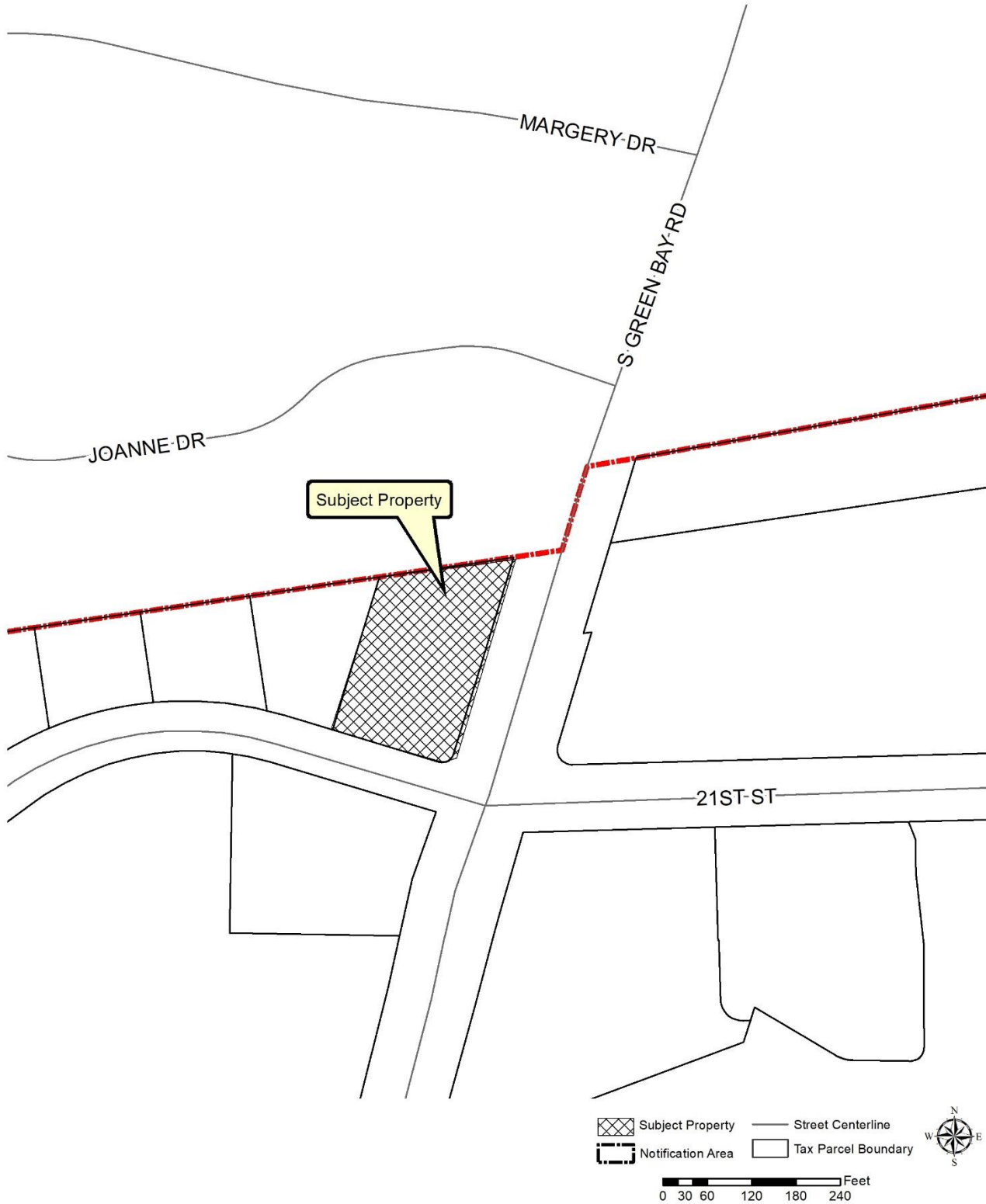
## **ATTACHMENTS:**

- 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 ([click to view](#)).



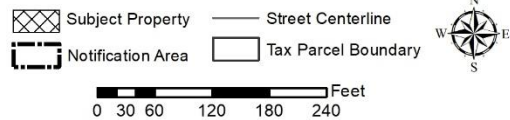


# Conditional Use Amendment - 2090 S. Green Bay Road





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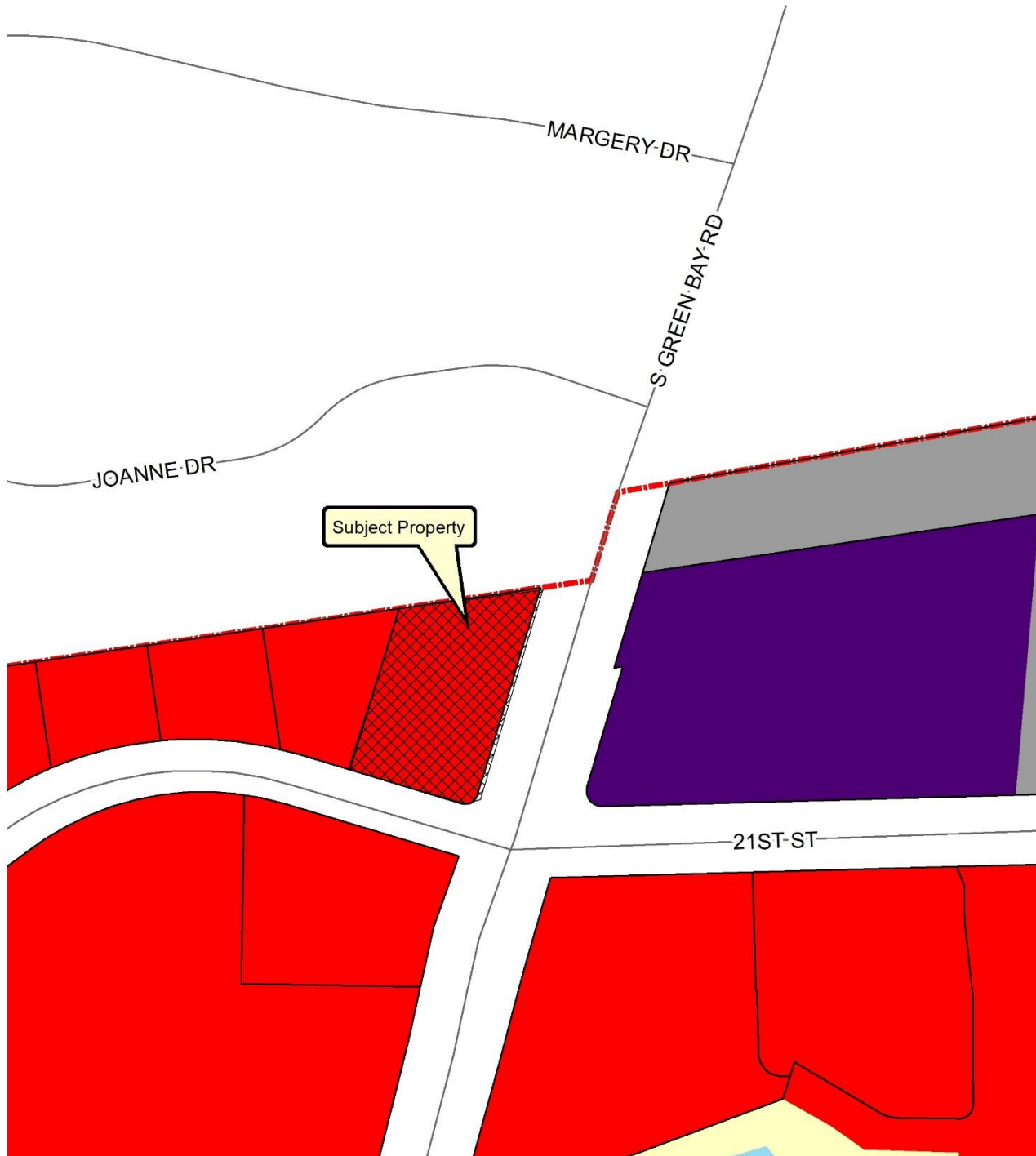
### Zoning Classification

 B-2     I-2     I-1





# Conditional Use Amendment - 2090 S. Green Bay Road



## Land Use Classification

- Commercial
- Isolated Natural Resource Area
- Transportation, Communication and Utilities
- Industrial

Subject Property  
Notification Area  
Street Centerline  
Tax Parcel Boundary





Site Photos



Looking north from 21<sup>st</sup> Street at subject property



Looking west from S. Green Bay Road at subject property



Looking at west side of building from subject property



Looking south at rear of building from subject property



Looking at existing trash enclosure at rear of property



Looking south at parking area from subject property