



CITY OF RACINE DEPARTMENT OF CITY DEVELOPMENT STAFF REPORT

Meeting Date: 3/14/2018

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

Case Manager: Jeff Hintz

Location: 2421 Geneva Street, located on the southeast corner of the intersection of Geneva Street and Romaine Avenue.

Applicant: Carolyn DeDeyne

Property Owner: David Martin

Request: Consideration of a conditional use permit to operate “Other business uses determined by the plan commission to be of the same general character as the uses permitted in this district,” in an existing building at 2421 Geneva Street for property located in a B-1 Neighborhood Convenience Zone District as required in section [114-448](#) of the Municipal Code.

Note: Permitted uses in this Zone District can be found in the General Information section of this report.

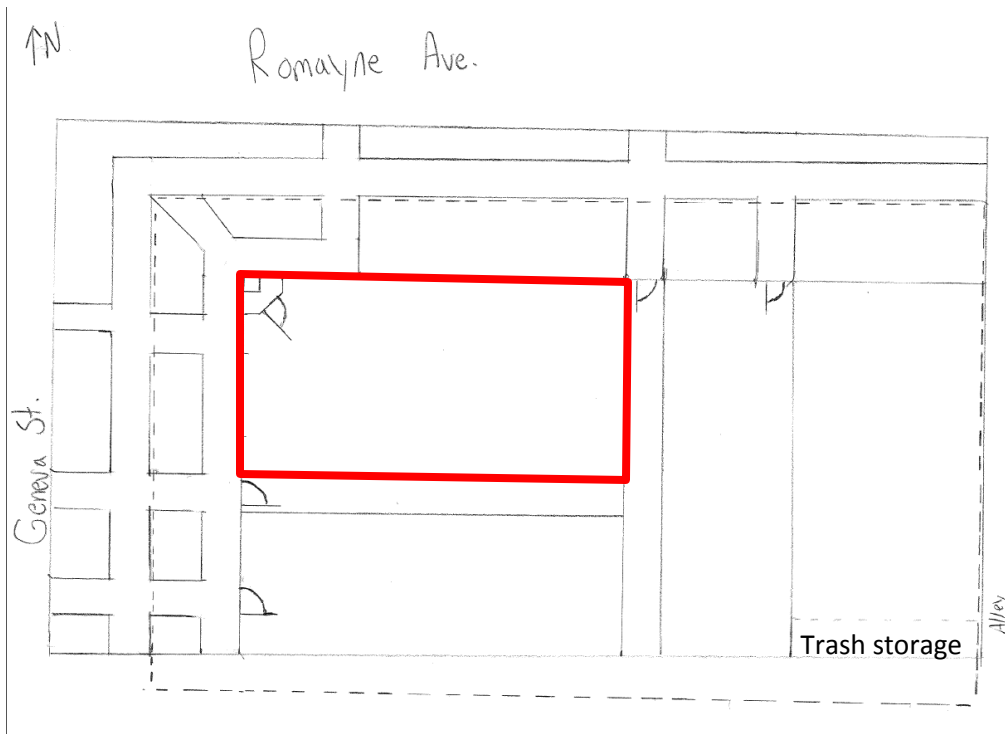
BACKGROUND AND SUMMARY: The applicant seeks to utilize a former commercial space for her business, R.U. Thrifty. This space at 2421 Geneva Street would operate between the hours of 9:30 AM and 6:30 PM. The business would employ one full time employee. The proposed establishment would sell new and used household items including electronics, tools, toys, clothing and furniture among other wares.

The Zoning Ordinance classifies other business uses determined by the plan commission to be of the same general character as the other uses permitted in this district as permissible in the B-1 Neighborhood Convenience Zone District upon the issuance of a conditional use permit (114-448).

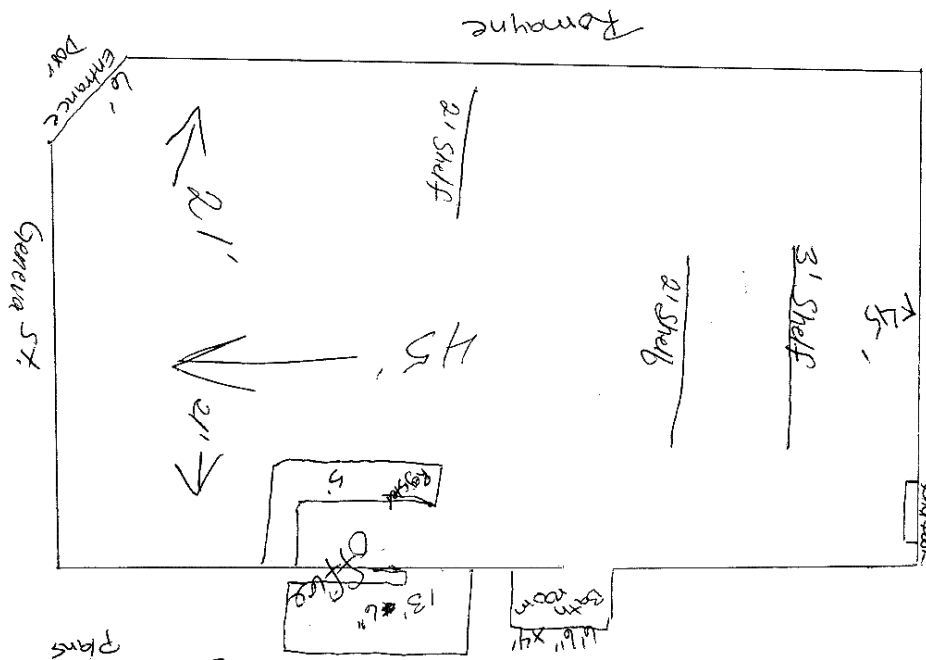


Subject property

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



Site plan for the property, tenant space highlighted in red.



Applicant floor plan.

GENERAL INFORMATION

Parcel Number: [18078001](#)

Property Size: 7,805 square feet

Comprehensive Plan Map Designation: HIGH DENSITY RESIDENTIAL

Consistency with Adopted Plans:

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

- The plan should encourage the redevelopment of older areas and commercial areas.
- 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.
- Encourage development patterns that promote efficient and sustainable use of land, that can be readily linked by transportation systems and that utilize existing public utilities and services.
- Promote redevelopment and infill in areas with existing infrastructure and services, enhancing existing residential, commercial, and industrial areas.

Corridor or Special Design District?: N/A

Historic?: N/A

Current Zoning District: B-1 Neighborhood Convenience

Purpose of Zone District: The B1 neighborhood convenience district is intended to provide convenience shopping to close proximity for persons residing in nearby residential areas by allowing only such uses as are necessary to satisfy basic shopping needs which occur daily or frequently, and selected additional uses which normally attract little vehicular traffic and are otherwise compatible with residential areas.

Proposed Zoning: No change proposed

Existing Land Use: storefront space on the first floor and apartment dwelling units on the second floor.

Surrounding Zoning and Land Uses:

North	R-3 Limited General Residence	Single unit dwellings
East	R-3 Limited General Residence	Single unit dwellings
South	R-3 Limited General Residence	Single unit dwellings
West	R-3 Limited General Residence	Single unit dwellings

Operations: The application indicates that one full time employee would work at the establishment, serving customers from 9:30 AM- 6:30 PM.

Permitted uses in the Zone District*: artist/artisan galleries, retail bakeries, banks and financial institutions, barber/beauty shops, bicycle sales/repair, book stores, photography shops, candy and ice cream stores, drug stores, dry good stores, florist shops, grocery/food stores, furniture repair, gift shops, offices, office supply stores, sporting goods stores, tailoring shops, taverns and restaurants, television/appliance repair and sales, toy stores, wearing apparel stores, and variety stores.

*sampling of allowed uses, full set of permitted uses in [114-447](#).

ANALYSIS:

Development Standards:

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

Standard	Required	Provided
Lot Area	2,400 sq. ft. per dwelling unit	7,805 square feet
Lot Frontage	30 feet	70 on Geneva and 110 on Romaine
Floor Area Ratio	2.0 maximum	.77

Setbacks ([114-Article V](#): Article VII, Div. 6 [Development Standards](#)):

Yard	Required	Provided
Front (Geneva Street)	0 feet	15 feet
Front (Romaine Ave)	0 feet	12 feet
Side	6 feet	5 feet
Side (east)	6 feet	25 feet

Building design standards (114-Secs. [735.5](#) & [736](#)): The composition of this building complies with the requirements of 114.735.5.b.1, however this building is not a new primary building. Exterior changes are not being sought with this application.

Off-street parking and loading requirements (114- [Article XI](#)) : Each dwelling unit requires 1.5 spaces; the property has 3 dwelling units. 6 spaces per 1,000 square feet of gross floor area is required for the retail uses. As the spaces are not striped, technically zero spaces exist for parking at this time; it is possible to provide 4-5 spaces off the alleyway in the lot, once it is striped.

Use Type	Required	Provided
Dwelling units	5	TBD
RU Thrifty- retail store	6	TBD
Beauty Shop	4	TBD
Other Retail space	6	TBD
Total	21	4-5

Landscaping, screening and yard requirements ([114- Article V](#): Article VII, Div. 6 [Development Standards](#) & 7 [Fences and Walls](#)): 114-734 requires that the eastern edge of the property be screened. This would render the limited parking on the site useless or require a screen fence be built alongside the eastern brick wall of the building.

Sign Regulations (114-[Article X](#)): Signage is not a part of this request. Any signage would require a subsequent approval and need to follow the sizing requirements outlined below; Illuminated, non-flashing on-premises signs are permitted.

Sign Type	Allowable Sq. Ft.	Provided Sq. Ft.
Projecting/Wall	55 square feet*	N/A
Window signs	50% of window area^	N/A
Alleyway Signage	N/A	N/A
Total	55 square feet	

*Total size determination would be made based on sizes and types of other signage on the lot.

^Each building is allowed two (2) window signs under four (4) square feet in total size, which do not count against the total allowable signage.

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 radiation or glare onto adjacent properties.

Rubbish and trash storage ([114-Article V](#) & [114-740](#)): The property currently has bins for the storage of recycling and waste in a location which satisfies the requirements of the ordinance.

Engineering, Utilities and Access:

Access ([114-1151](#)): Vehicular access to the site is provided from Geneva Street and Romaine Avenue, parking is accessed off the alleyway. Based on the submitted site plan, the applicant is not proposing changes to the access at this time.

Surface drainage ([114-739](#) & Consult Engineering Dept.): Reuse of the site and building is 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 to utilize this site is not expected to impact the ability to serve this area.

Exceptions to ordinance: The requirements of 114-1188 Off-street parking table (parking classes) for all commercial establishments on the first floor. 114-734 which requires screening the property on the eastern lot line, adjacent to the alleyway or against the building.

Additional Planning and Zoning Comments: In 2013 the Plan Commission determined a dog grooming establishment on this property was of the same general character as other uses permitted in this district.

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 operation seeks to utilize an existing retail space in the building, which was constructed in 1930, per assessor records. This business is not expected to have a regional draw, but will more or less serve the immediate area. The usage of this space is not anticipated to endanger or be a detriment to the general welfare of the area. The limit on operating hours will ensure that the business operation is not in conflict with the surrounding residentially oriented properties.

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 operation of the secondhand goods store is generally consistent with that of uses allowed by right in this zone district; what makes this conditional use necessary is that some of the goods which may be sold are secondhand goods. If these goods were being sold new and not used, the establishment would not require a Conditional Use Permit. That being said, the operation of a second hand good store could have detrimental impacts due to outside storage and display of goods, drop-offs and other nuisances which might impair or diminish the quality of life of the area. The recommended conditions minimize these impacts and help ensure the proposed use will not be injurious to other properties in the 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: This conditional use, if operated under the suggested conditions below, is not expected to impede orderly development and improvement on property in the area. The general area has existed in this character for over 80 years with this property serving some basic needs of the neighborhood. The three retails spaces on the property as a whole, are small enough that they would not be a regional draw, but rather are of the scale and size that can help those in the area meet some of their daily needs within walking distance from home.

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 reuse 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: Based off the site plan submitted from the applicant, the ingress and egress to the site is not proposed to be changed. This site has functioned with its current parking configuration for decades; the combination of the limited offsite parking and street parking has not created congestion in the streets. The customer base is intended to be more localized within close walking distance as compared to even a community draw. While it is likely others will visit this store who do not reside within walking distance, the customer volume and likely customer base are not expected to overwhelm the street parking in this area. The limited hours of operation ensure that the residents in the area who park on the street will have space available in the evening and customers to this establishment will have space during the day. The cycle of on-street parking usage is anticipated to

have enough turnover that the streets will not become crowded as a result of this building being used.

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

Staff Comments: While the property has been included as High Density Residential on the current land use plan, this conditional use still meets the objectives of the current land use plan. The predominant land use designation in this general area is high density residential, however this property does include residential development on the top floor. The comprehensive plan also speaks to enhancing the livability of areas and the redevelopment of existing areas; this proposal does both of these things. By reusing an existing building which fits the character and form of the area, the building will remain in service and potentially help residents meet some of their daily needs.

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 uses proposed by the applicant are in line with the applicable regulations of the zoning ordinance. Aside from the fact some of these goods and other wares will be used, the uses are all allowed in this zone. The spirit and intent of the zoning ordinance is to create orderly, predictable development patterns in the community. The exceptions are necessary to keep this site in use and functioning in practical order. The exceptions are not anticipated to create any noticeable change on the surrounding properties as a result of the exceptions which are sought.

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 will keep an existing building in service and is walkable for the surrounding neighborhood area.
- Sustainable reuse of land which utilizes existing utilities and services.

- The business is similar in nature to others which are permitted in this zone district.

STAFF RECOMMENDATION: BASED ON THE FINDINGS OF FACT IN THIS REPORT, THAT THE REQUEST FROM CAROLYN DEDEYNE, SEEKING A CONDITIONAL USE PERMIT TO OPERATE A RETAIL GOODS STORE, SELLING NEW AND USED ITEMS AT 2421 GENEVA STREET BE APPROVED, SUBJECT TO THE FOLLOWING CONDITIONS:

- a) That the plans presented to the Plan Commission on March 14, 2018 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) All trash and recycling to be kept in bins and the area shown on the site plan, said area to be kept free of debris and clutter.
- d) No outdoor display and/or storage of goods, wares or other merchandising shall occur on the site. All display of goods, wares and merchandise shall occur inside the building.
- e) Striping of 4 or 5 parking spaces, dependent upon trash area in the parking lot. This to be completed by June 1, 2018.
- f) That if, prior to the issuance of an Occupancy Permit, required site improvements listed in “e” above have not been or cannot be completed, a financial surety shall be provided to the City. The surety shall be in a format as approved by the City Attorney’s office, and subject to all stipulations as identified for financial sureties in the City of Racine. The dollar amount shall be determined at the time of application based upon estimates provided by the applicants for any incomplete work, and shall be valid for no less than one (1) year from the date of issuance. The surety format and content is subject to review and approval by the City Attorney.
- g) That hours of operation are from 9:30 a.m. to 6:30 p.m., daily.
- h) Than an exception from the requirement that off street parking be required for the commercial uses on this property (Sec. 114-1188) be granted with this conditional use.
- i) Than an exception from the requirement that the eastern portion for this property be screened (Sec. 114-734) be granted with this conditional use.
- j) That all codes and ordinances are complied with and required permits acquired.
- k) 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.
- l) 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 Request - 2421 Geneva Street



- Subject Property
- Notification Area

- Street Centerline
- Tax Parcel Boundary
- Building Footprint





Conditional Use Request - 2421 Geneva Street

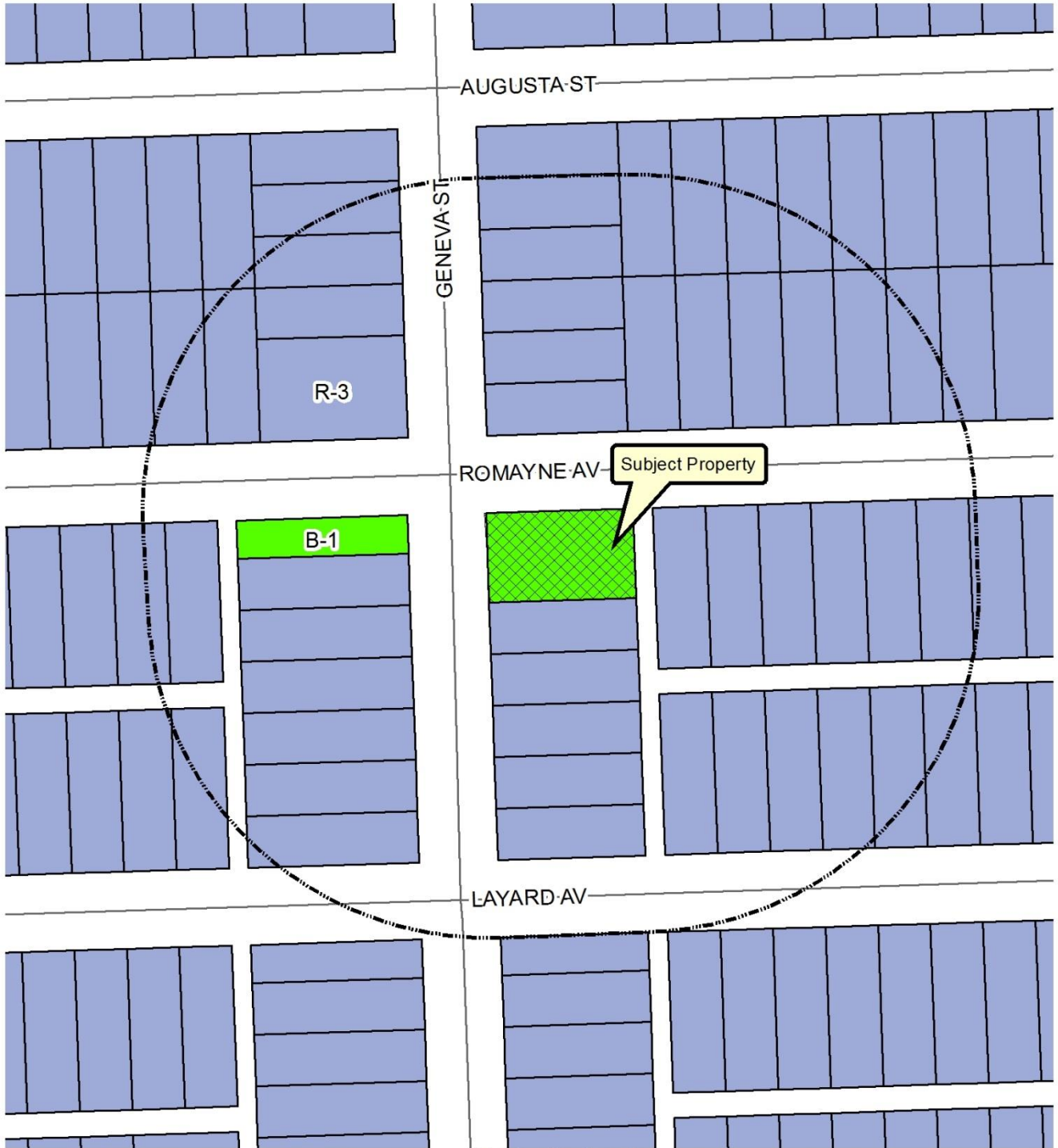


- Subject Property
- Notification Area
- Street Centerline
- Tax Parcel Boundary





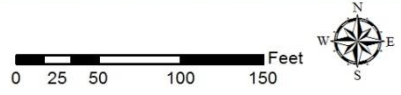
Conditional Use Request - 2421 Geneva Street



- Subject Property
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Zoning Designation

- B-1
- R-3



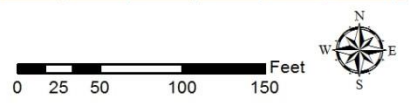


Conditional Use Request - 2421 Geneva Street



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

Comprehensive Plan Designation
 High Density Residential



Site Photos



Looking north at subject property (on right)



Looking (west) from subject property



Looking (south) from subject property,
along Geneva Street



Looking (east) from subject property
along Romaine Avenue



Looking (south) at subject property from
Romaine avenue



Looking (west) from subject property
along Romaine Avenue