



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

**Meeting Date:** 12/1/2025

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

**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:** 1962 Taylor Ave

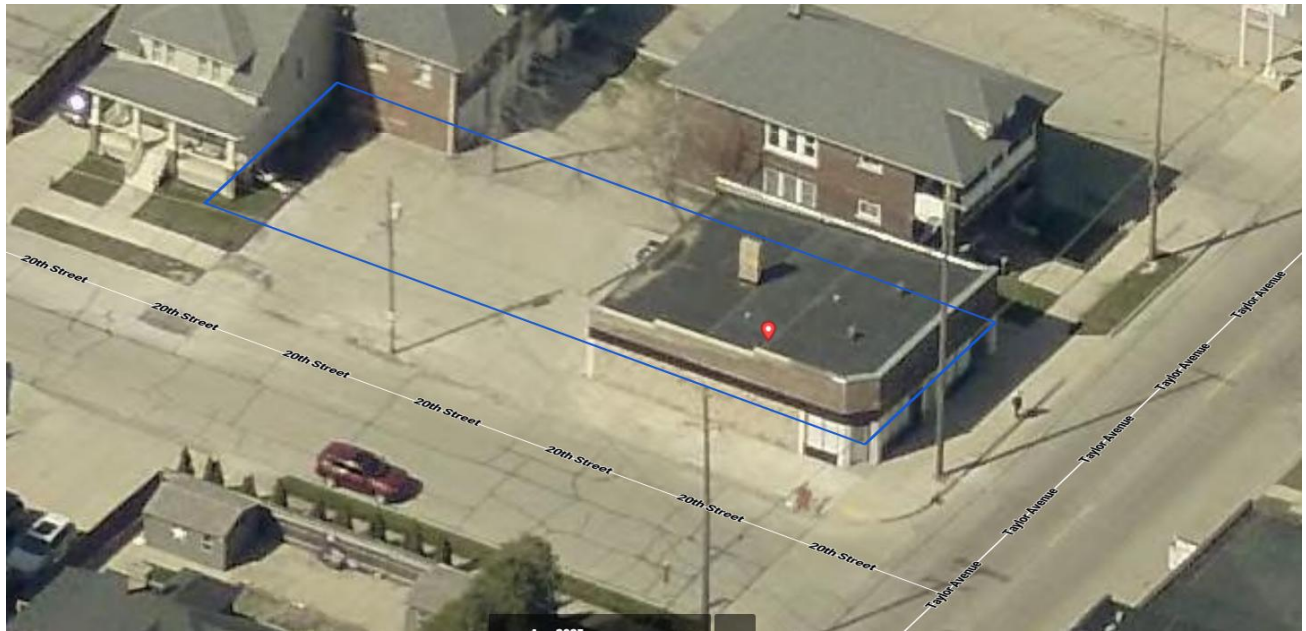
**Applicant:** Gregory Moore / Reese's Event Planning

**Property Owner:** Gregory A. Moore

**Request:** Consideration of a request from Gregory Moore / Reese's Event Planning for a conditional use permit to operate a event space at 1964 Taylor Avenue located in a B-1 Neighborhood Convenience Zone District, as allowed in Section 114-448 of the Municipal Code.

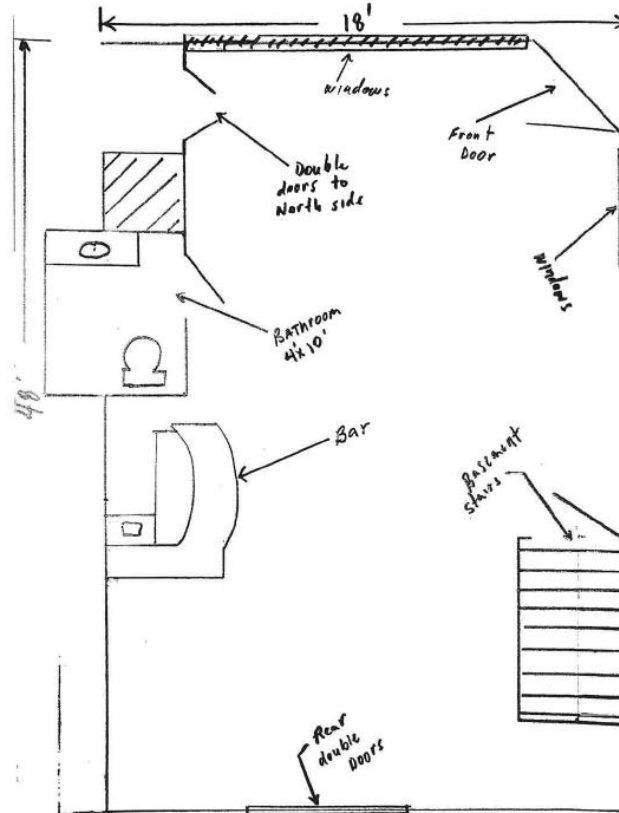
**BACKGROUND AND SUMMARY:** The applicant seeks to utilize the existing commercial space addressed as 1964 Taylor Ave. The business would be for small-scale private gatherings, hosting receptions, dinners, baby showers, graduation parties, and other intimate events. The hours of operation are planned to be 11:00 a.m. to 12:00 a.m.

The Zoning Ordinance classifies this proposed use (event space) as permissible in the B-1 Neighborhood Convenience Zone District upon the issuance of a conditional use permit (114-448).



Birdseye view of the property, indicated in Blue. North is up.

*1964 Taylor Ave South Side*



Floor plan, submitted by the applicant.

## GENERAL INFORMATION

**Parcel Number:** 13984000

**Property Size:** 4,796 square feet

**Comprehensive Plan Map Designation:** Medium Intensity

**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 infill development in areas with existing infrastructure and services, protecting natural areas, and provide adequate infrastructure, public services, and land supply to meet existing and future.

**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:** Vacant

**Surrounding Zoning and Land Uses:**

|              |                               |                 |
|--------------|-------------------------------|-----------------|
| <b>North</b> | B-1 Neighborhood Convenience  | Dwelling/Vacant |
| <b>East</b>  | R-3 Limited General Residence | Dwellings       |
| <b>South</b> | B-1 Neighborhood Convenience  | Dwellings       |
| <b>West</b>  | R-3 Limited General Residence | Dwellings       |

## ANALYSIS:

### Development Standards:

**Density** ([114-Article V](#): Article VII, Div. 5 [Bulk Regulations](#) & 8 [Lots](#)):

| Standard         | Required    | Provided          |
|------------------|-------------|-------------------|
| Lot Area         | No minimum  | 4,796 square feet |
| Lot Frontage     | 30 feet     | 40 feet           |
| Floor Area Ratio | 2.0 maximum | .38               |

**Setbacks** ([114-Article V](#): Article VII, Div. 6 [Development Standards](#)): Nonresidential uses are not required to provided yards, except as required in 114-470.

| Yard         | Required | Provided |
|--------------|----------|----------|
| Front (East) | 0 feet   | 0 feet   |
| Side (North) | 0 feet   | 0 feet   |
| Side (South) | 0 feet   | 0 feet   |
| Rear (West)  | 0 feet   | 65 feet  |

**Building design standards** (114-Secs. [735.5](#) & [736](#)): The design of the building complies with the design standards required by the code.

**Sign Regulations** (114-[Article X](#)): No sign plan was submitted with this application. Any changes to exterior signage would have to be reviewed by the Planning, Heritage and Design Commission.

**Off-street parking and loading requirements** (114- [Article XI](#)):

| Use Type    | Required | Provided |
|-------------|----------|----------|
| Event Space | *        |          |
| Total       | *        | 0        |

\*There are currently no legal spaces painted on the lot. The business would not need to provide any parking, but the code would not allow for the paved area used for parking to be reduced in any way to maintain the amount of parking possible.

**Landscaping, screening and yard requirements** ([114- Article V](#): Article VII, Div. 6 [Development Standards](#) & 7 [Fences and Walls](#)): The site should be screened from the residential around it. There should be screening in place between the subject property and the property to the Northwest.

**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 that does not direct radiation or glare onto adjacent properties.

**Rubbish and trash storage** ([114-Article V](#) & [114-740](#)): There is no planned area for outdoor trash enclosure. If trash is to be stored outside, it would need to be in the rear and be screened by a solid wall or fence.

**Engineering, Utilities and Access:**

**Access** ([114-1151](#)): There are no proposed changes to the ingress and egress of the site and it should be adequate.

**Surface drainage** ([114-739](#) & Consult Engineering Dept.): The reuse of this existing building is not expected to alter drainage for the area or 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 no expected to impact the ability to service this area.

**Exceptions to ordinance:** No exceptions are required for this conditional use.

**Additional Planning and Zoning Comments:** An outdoor area was planned for this use, but would not be allowed since the zone requires all servicing to be done in doors and the paving area cannot be reduced for the amount of parking required by the code.

## 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: An event space is generally similar to the uses that are allowed in the B1 Neighborhood Convenience District. Taylor Avenue has bars that are similar in use to an event space. A similar conditional use permit was approved for a similar corner property one block South. Based on this we are not expecting this similar use to be detrimental.

- 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 operating as an event space being similar to a bar/tavern should not be injurious to the use and enjoyment of other property in the immediate vicinity. The property along Taylor Avenue being mixed use in nature, has had similar uses and has existed alongside the surrounding residential throughout its history.

- 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: Bringing a use back to this vacant commercial space would potentially complement the other commercial spaces along the Taylor Avenue corridor. Except for vacant spaces along the corridor it is mostly built out and this use is not expected to impede the normal or orderly development and improvement of surrounding property.

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

Staff Comments: The existing utilities and access will be adequate for the proposed 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: No changes are planned to be made to the access of the lot and is adequate for the proposed use.

**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 a land use pattern which strengthens the character and livability of the City's downtown core, commercial, and industrial areas. The business will reuse a portion of a building that would otherwise remain vacant, thus strengthening the Taylor Avenue corridor.

**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 establishment will operate in accordance with the applicable regulations for this zone district. No exceptions are needed with this request and the proposed development is expected to fit with the mix of uses allowed to occur in the surrounding area.

## **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.

**STAFF RECOMMENDATION:** BASED ON THE FINDINGS OF FACT IN THIS REPORT, THAT THE REQUEST FROM GREGORY MOORE SEEKING A CONDITIONAL USE PERMIT TO OPERATE AN EVENT SPACE AT 1964 TAYLOR AVE BE APPROVED, SUBJECT TO THE FOLLOWING CONDITIONS:

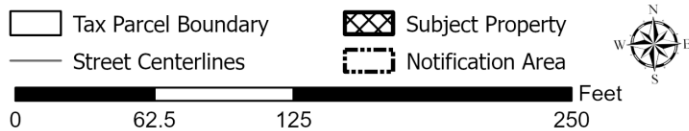
- a) That the plans presented to the Planning Heritage and Design Commission on December 1, 2025 be approved subject to the conditions contained herein.
- b) That all codes and ordinances are complied with and required permits acquired.
- c) That the hours of operation be 11:00 A.M. to 12:00 a.m..
- d) That there is not seating created outside of the building.
- e) That the paved area for parking not be reduced.
- f) That proper screening be installed/maintained on the northwestern property line.
- g) That no minor changes be made from the conditions of this permit without the 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.
- h) That this conditional use permit is subject to Planning Heritage and Design 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 (view in legistar).



## Conditional Use Permit - 1964 Taylor Ave





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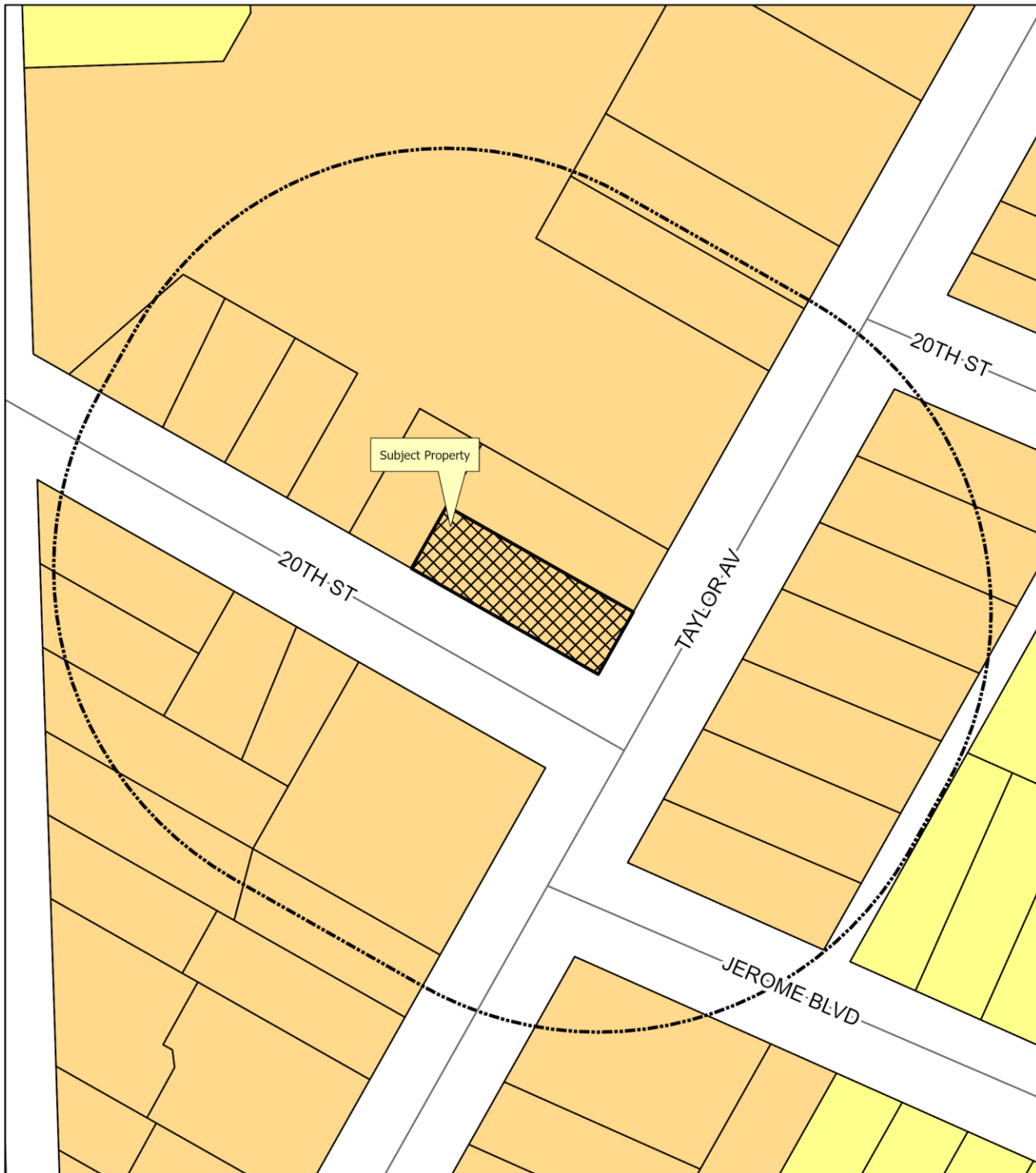


## Conditional Use Permit - 1964 Taylor Ave





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### Land Use Designation

- Medium Intensity
- Low Intensity

- Tax Parcel Boundary
- Street Centerlines

- Subject Property
- Notification Area

0 62.5 125 250 Feet



## Site Photos



Looking Northwest at Subject Property



Looking Southeast from Subject Property



Looking Northwest down 20<sup>th</sup> Street