



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

**Meeting Date:** 9/12/2018

**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](mailto:matthew.sadowski@cityofracine.org)

**Case Manager:** Jeff Hintz

**Location:** 1320 Wisconsin Avenue, located on the northwest side of the intersection of Wisconsin Avenue and 14<sup>th</sup> Street.

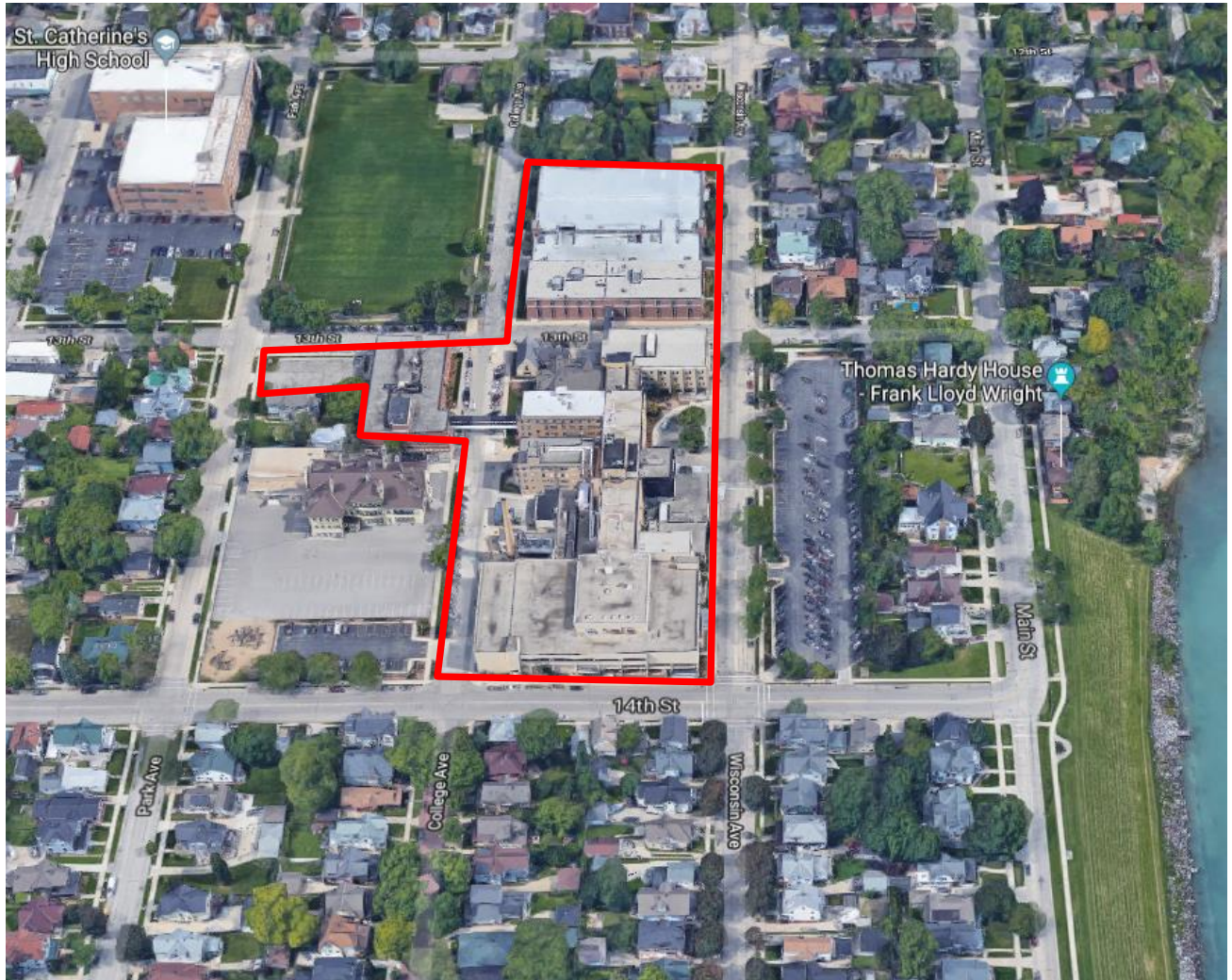
**Applicant:** Michael’s Signs

**Property Owner:** All Saints Medical Center Inc.

**Request:** Consideration of a major amendment to an existing conditional use permit for a Planned Development, which allows for the operation of a hospital and related medical facilities at 1320 Wisconsin Avenue in an O/I Office/Institutional Zone District as required in section [114-155](#) of the Municipal Code. The applicant has proposed changes to the signage for the property. The general locations of signage will remain unchanged; this amendment contemplates changes in style, design and sizing of signage, to exceed current maximum.

**BACKGROUND AND SUMMARY:** The operational aspects of the hospital and related facilities on this campus will remain unchanged. This proposal is to update signage related to branding of the property. Also being updated, but exempt from permitting, are the wayfinding and identification signage on the property and buildings. Ten signs which function as branding and advertising are subject to consideration as part of this major amendment request.

The Zoning Ordinance classifies a change of this nature to add a sign and increase the square footage of existing branding signage, to be a major amendment to an existing Conditional Use Permit as outlined in Section 114-155 of the Municipal Code.



Birdseye view of the property, indicated in red (image from Google Maps).

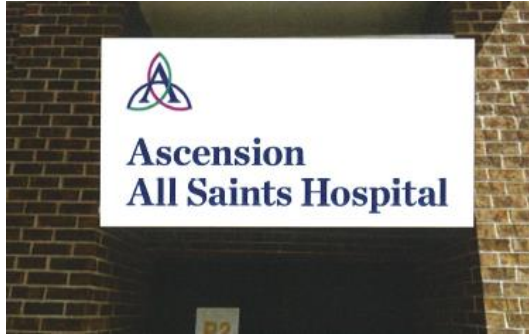
Signage Renderings for the northern portion of the property which correspond with map on the following page.



Location E-1 and E-4



Location E-2



Location E-3

Map of signage locations (below) being reviewed through major amendment, which corresponds with signage above.



Signage Renderings for the southern portion of the property which correspond with map on the following page.



Location E-1



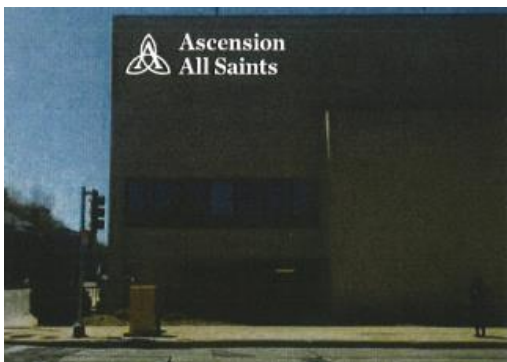
Location E-2



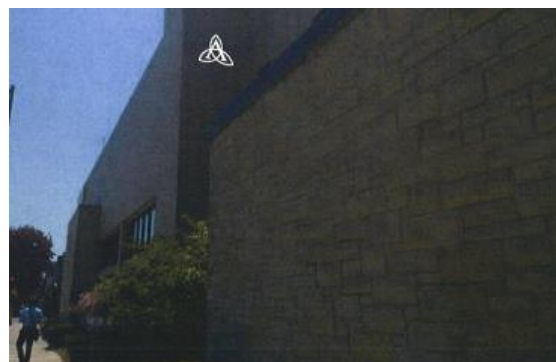
Location E-3



Location E-4



Location E-5



Location E-6



Location E-7

Map of signage locations (below) being reviewed through major amendment, which corresponds with signage above.



## GENERAL INFORMATION

**Parcel Number:** [00674000](#)

**Property Size:** 5.87 acres

**Comprehensive Plan Map Designation:** Governmental and Institutional

### 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.
- 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:** O/I Office/Institutional

**Purpose of Zone District:** The O-I office/institutional district is designed primarily to accommodate office buildings, civic and governmental structures, and educational and institutional buildings in a mutually compatible environment. Compatible apartment structures may be allowed by conditional use permit.

**Proposed Zoning:** No change proposed

**Existing Land Use:** hospital and related medical facilities.

### Surrounding Zoning and Land Uses:

<b>North</b>	R-3 Limited General Residence	Single unit dwellings
<b>East</b>	O/I Office/Institutional	Parking area for hospital
<b>South</b>	R-2 Single Family Residence	Single unit dwellings
<b>West</b>	R-3 Limited General Residence	Single unit dwellings

**Operations:** No changes to operations will occur as a result of this major amendment.

**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	2.5 acres for Planned Developments	5.87 acres
Lot Frontage	none	1,840 feet
Floor Area Ratio	2.5 maximum	2.0

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

Yard	Required	Provided
Front	25 feet	0 feet
Rear	30 feet	0 feet
Corner side	15 feet	0 feet
Interior side	8 feet	50 feet

Note, as part of a Planned Unit Development, the setbacks specified in the zoning ordinance would not necessarily. The property is in compliance with all requirements of the PUD.

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

**Off-street parking and loading requirements** (114- [Article XI](#)): The updating of the signage does not require changes in parking or loading spaces. The spaces provided on the lot comply with the Planned Development requirements.

**Landscaping, screening and yard requirements** ([114- Article V](#): Article VII, Div. 6 [Development Standards](#) & 7 [Fences and Walls](#)): Landscaping and screening which is required for this property is currently in place and complies with all development requirements.

**Sign Regulations** (114-[Article X](#)): Signage renderings for this project are shown on page 2 and top of page 3 of this report.

Sign Type	Allowable Sq. Ft.	Proposed Sq. Ft.
Projecting/Wall	120 square feet	736.75
Window signs	50% of window area	N/A
Alleyway Signage	N/A	N/A
Total	120 square feet	736.75

A Planned Development offers flexibility when designing and master planning sites. The zoning Ordinance alone would allow this site a total of 120 square feet. The Planned Development offers

applicants flexibility in site design as part of a campus or large scale development, such as a hospital. The signage being replaced measured approximately 500 square feet.

The majority of the sign area in the renderings is simply a design and not actually wording for signage. Measuring the actual wording of the message portion of the sign would reduce the actual calculation substantially. In short, the signage being installed although slightly larger, is approximately the same size as what previously existed.

**Outdoor lighting, signs** ([114-Sec. 742](#)): The outdoor lighting of the site and lighting of signage on the property complies with all development requirements.

**Rubbish and trash storage** ([114-Article V](#) & [114-740](#)): Trash handling on the property is compliant with development requirements.

**Engineering, Utilities and Access:**

**Access** ([114-1151](#)): Changing signage is not expected to alter or change access to the site.

**Surface drainage** ([114-739](#) & Consult Engineering Dept.): Changing of the signage 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 is not expected to impact the ability to serve this area.

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

**Additional Planning and Zoning Comments:**

**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:

- 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 amendment to this conditional use to the Planned Development for the property is not anticipated to be detrimental to surrounding development. If a lot this size were subdivided, the signage allowed by the base zoning district would be significantly more than what is being sought with this amendment. The signage is being located where existing signs currently are installed and the new signage will be visible primarily to those who are entering the campus.



- 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: This conditional use is not anticipated to be injurious to other properties in the general area. There is not expected to be any adverse impacts as a result of changing the signage in the current locations as proposed by the applicant; the general operations of the facility are not changing and the location of the new sign on the lot fits the character of the development. The signage is generally intended as guidance and wayfinding, in addition to identification. Branding signage is fairly minimal when looking at the overall amount of signage on the property. The majority of signage on the property is dedicated to wayfinding and is exempt from permitting and signage allotment towards a property.

- 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: As previously mentioned, the amount of signage for a property this size is subdivided would be much more. The proposal seeks to utilize existing locations and rebrand the signage. Significantly more signage could be detrimental to the surrounding development; not likely to a degree that normal and orderly development would not occur, but given the nature of the surrounding development, this proposal is ideal. The hospital is for general purposes, located within a neighborhood of residential development. The branding signage is not expected to impede the orderly development of the area and is similar in size to the signage it will be replacing.

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

Staff Comments: The signage plan submitted by the applicant does not propose any changes to the access, utilities or drainage for the site. The locations of the signage are not changing and the new location is sufficient to prevent visual obstructions from traffic of all modes entering into the site.

- 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 for access to this site. The signage will not impact the ability of the site to function as intended or the safety of traffic entering into the campus.

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

Staff Comments: The land use plan for the City identifies this property as Governmental and Institutional. This proposed usage is consistent with the objectives of the comprehensive plan. The

installation of new signage will not impact the operational nature of the facility and how it is classified from a land use perspective.

- 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 major amendment is consistent with past approvals for signage on the property. This rebranding will be consistent with the purpose and intent of the Planned Development; if this property were broken up into several lots, the maximum signage allotment under the zoning code would be significantly more than what is being proposed.

## **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:**

- Proposed signage is not busy, and cluttered which can be distracting to drivers on adjacent roadways.
- Overall design quickly and effectively conveys information necessary for identification and wayfinding.
- Amendment is consistent with the overall design and function of the site.

**STAFF RECOMMENDATION:** BASED ON THE FINDINGS OF FACT IN THIS REPORT, THAT THE REQUEST MICHAELS SIGNS INC., SEEKING A MAJOR AMENDMENT TO AN EXISTING CONDITIONAL USE PERMIT FOR A PLANNED DEVELOPMENT, WHICH ALLOWS FOR THE OPERATION OF A HOSPITAL AND RELATED MEDICAL FACILITIES AT 1320 WISCONSIN AVENUE BE APPROVED, SUBJECT TO THE FOLLOWING CONDITIONS:

- a) That the plans presented to the Plan Commission on September 12, 2018 be approved subject to the conditions contained herein.

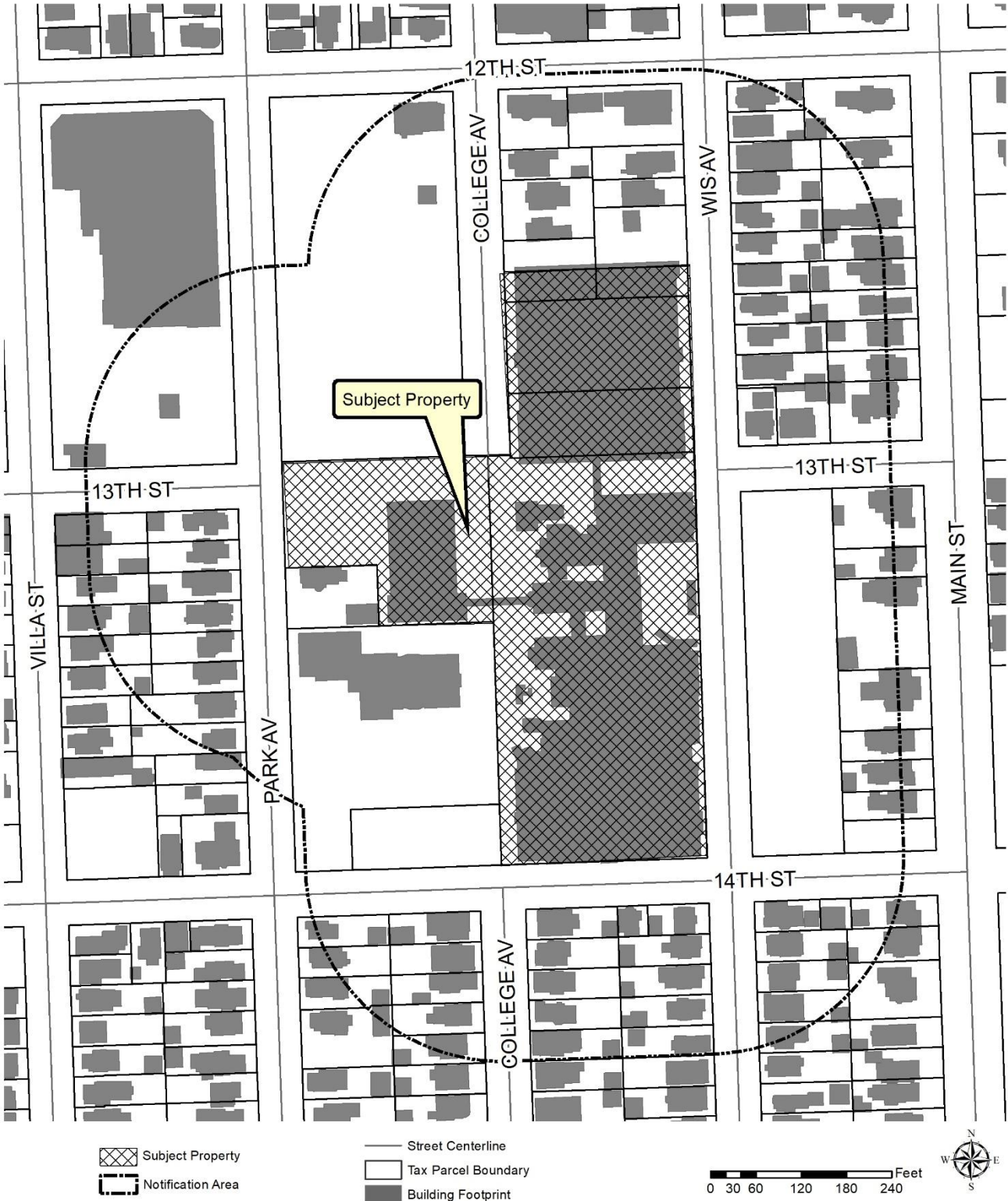
- b) That this submittal be identified as the signage plan for the site and that future signage in these locations be approved when signage is being refaced or replaced and not exceeding a total of 740 square feet of advertising signage for the total campus.
- c) That all codes and ordinances are complied with and required permits acquired.
- d) 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.
- e) 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 - 1320 Wisconsin Avenue



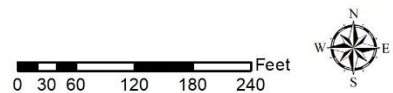


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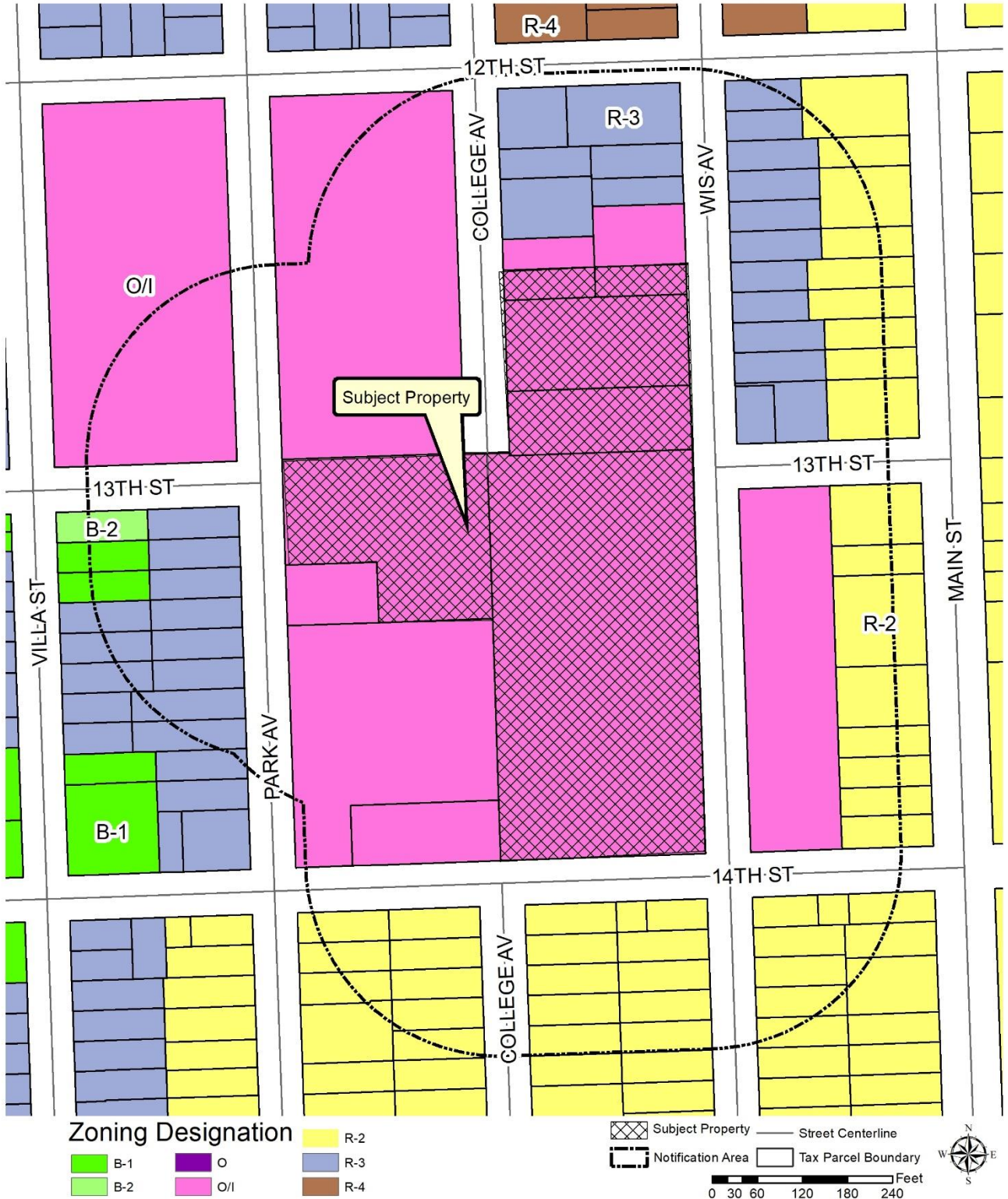
 Subject Property  
 Notification Area

 Street Centerline  
 Tax Parcel Boundary





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