

**CITY OF RACINE**  
**DEPARTMENT OF CITY DEVELOPMENT**  
**STAFF REVIEW COMMENTS AND RECOMMENDATION**

For Questions Contact: Matthew G. Sadowski, Assistant Director/Principal Planner  
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Phone: (262) 636-9152

**AGENDA ITEM NUMBER: 0020-18**

**APPLICANT NAME:** Victory Lane Car Wash

**AGENT NAME:** Kristen Peterson of Innovative Signs

**ADDRESS OF PROPERTY IN QUESTION:** 5310 Washington Ave.

**CURRENT / MOST RECENT USE:** Car Wash

**PROPOSED USE:** Car Wash

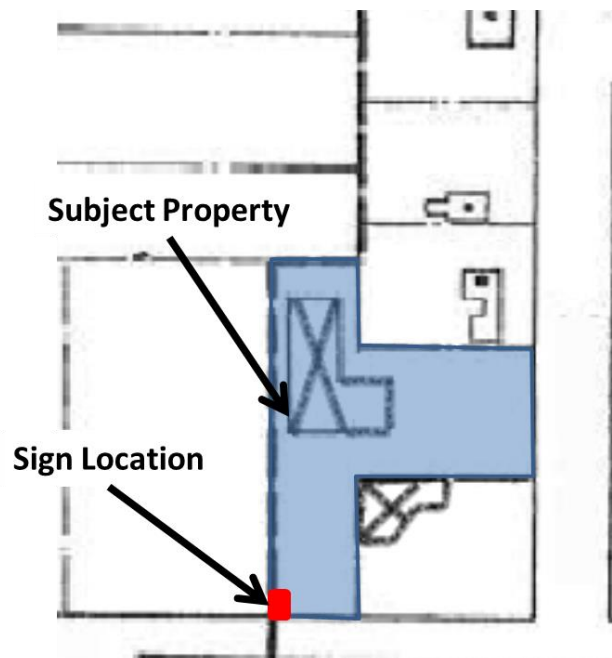
**CURRENT ZONING:** B-2

**PROPOSED ZONING:** NA

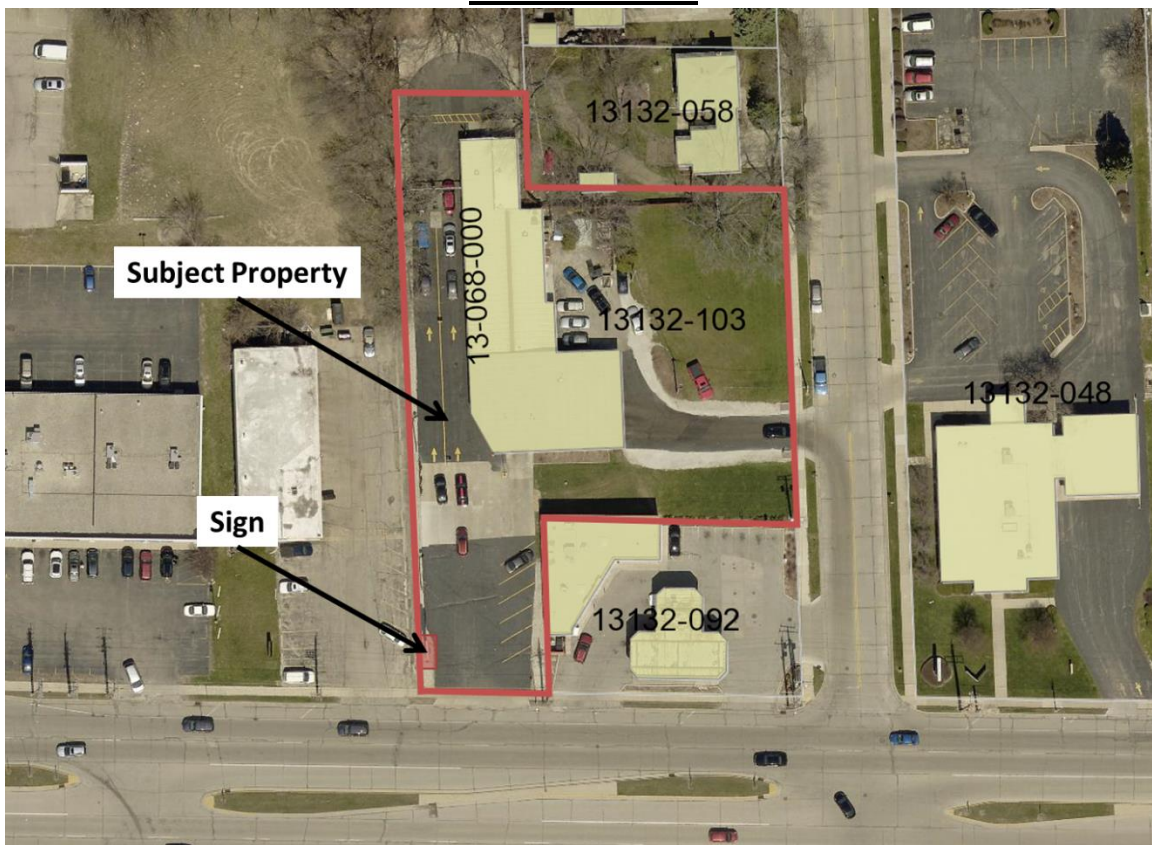
**ATTACHMENTS:**

**SUMMARY:** Victory Lane Car Wash is seeking a major amendment to their conditional use permit to allow for an Electronic Message Sign to replace existing signage.

The zoning ordinance classifies Electronic Message Signs as permissible in the B2 Community Shopping District upon issuance of a conditional use permit (114-1033 (b)). Staff finds that the use is consistent with zoning ordinance requirements.



## Aerial View



## Existing Sign



## Proposed Sign

**INNOVATIVE SIGNS**  
www.innovative-signs.com

**Client**  
Bill's Signs & Service  
Reche, WI

**QT/OR #**  
56724

**Size**  
See Right

**Quantity**  
1 2 3 4 5 88

**Materials & Specs**  
**Pylon Signage**  
Electronic Message Center  
Rehabbed Cabinet

**Modification Steps:**  
1: Remove Existing Cabinets  
2: Paint and Install New Faces  
3: Cut Existing Poles to New Height  
4: Reinstall Rehabbed Cabinets  
5: Install New Message Centers

**Colors**  
■ Black  
■ Full Color EMC  
■ Blue  
■ Yellow

**Representative**  
Brad H.  
Designer  
Brian Took  
Date: 12/18/2017

\*Production cannot begin until we receive your authorization the proof is accurate. Delays in receiving your approval will delay production times.

**DISCLAIMER:**  
Artwork is the property of Innovative Signs, Inc. Design changes will be applied to artwork shared and/or completed without the consent of Innovative Signs, Inc.

To: Art  
Made Sign  
EMC      Sheet  
00.75 wpt  
12 wpt

### DENSITY (114-Article V: Article VII, Div. 5&8)

Existing

### SETBACKS (114-Article V: Article VII, Div. 6)

Existing

### DRAINAGE (114-739 & Consult Engineering Dept.)

Existing

### UTILITIES (114-821 & Consult Engineering and S/W Utility)

Existing

### ARCHITECTURE (114-Secs. 735.3 & 736)

Existing

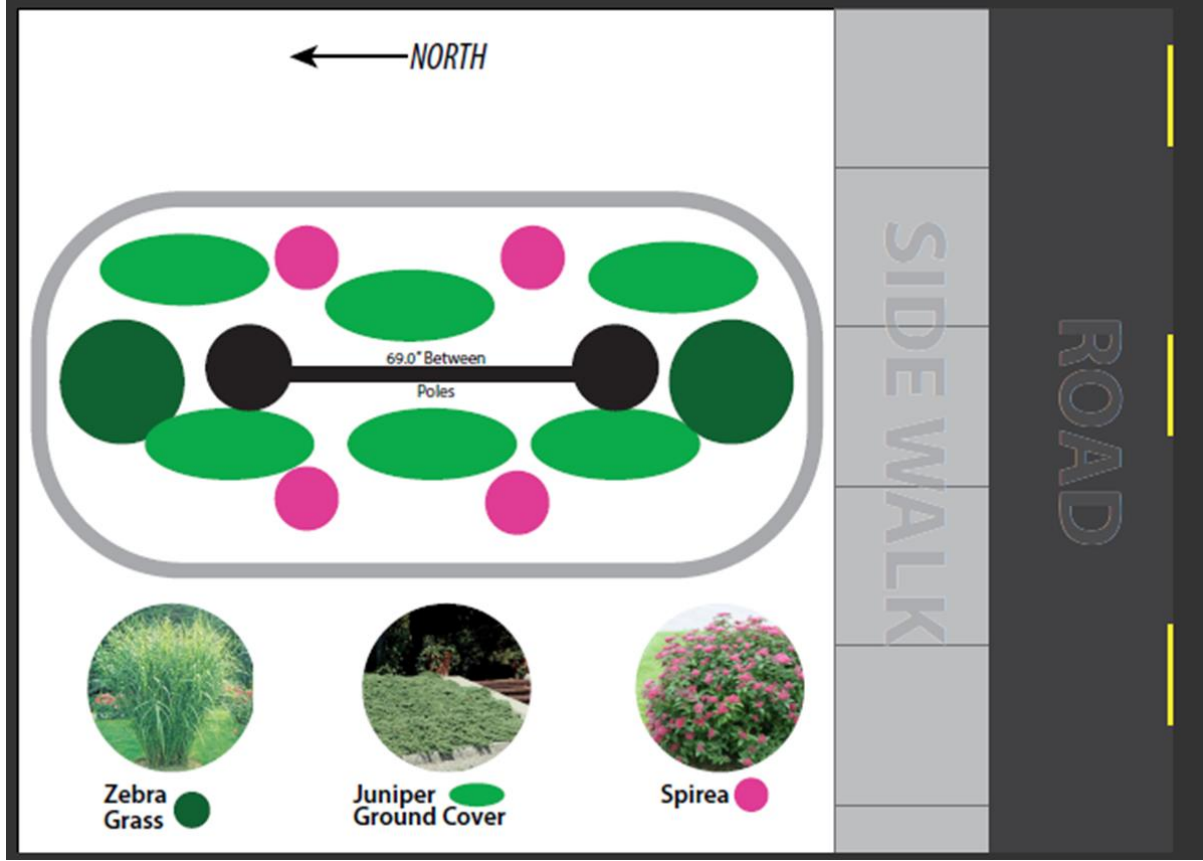
**PARKING / ACCESS (114- Article XI)** No Changes

**NUMBER OF LEGAL, ON-SITE PARKING SPACES:** N/A

A plan will need to be submitted to deal with issues of parking cars on the grass.

**LANDSCAPING (114- Article V: Article VII, Div. 6 & 7)**

New landscaping will be installed around the base of the sign.



**SIGNAGE (114-Article X)**

The sign will be reduced in height from approximately 30 ft. to 15 ft. to meet current sign standards. The electronic message sign will replace an existing sign panel.

**EXTERIOR LIGHTING (114-Sec. 742)** Existing

**FIRE/POLICE (Consult Fire, Police, and Building Depts.)**N/A

**OUTSIDE STORAGE (114-Article V & 114-740)** None

**OPERATIONS** No Changes

**HOURS:** N/A

**NUMBER OF EMPLOYEES: FULL TIME:** N/A **PART TIME:** N/A

**EXCEPTIONS TO ORDINANCE:** None

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

No conditional use shall be recommended by the plan commission unless such commission shall find 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.  
**Operated per conditions this criterion will be met.**
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.  
**Operated per conditions this criterion will be met.**
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.  
**Operated per conditions this criterion will be met.**
4. Adequate utilities, access roads, drainage and/or necessary facilities have been or are being provided.  
**Adequate utilities, access and drainage are existing.**
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.  
**Adequate ingress and egress are existing.**
6. The proposed conditional use is not contrary to the objectives of the current land use plan for the city.  
**The proposed conditional use is not contrary objectives of the current land use plan.**
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.  
**Operated per conditions this criterion will be met.**

**POSSIBLE ACTIONS**

**DEFER:**

**APPROVE:** Recommended (SEE NEXT PAGE FOR FULL LIST OF RECOMMENDED CONDITIONS OF APPROVAL)

**DENY:**

**RECEIVE AND FILE:**

**RECOMMENDATION**

THAT THE REQUEST FROM VICTORY LANE CAR WASH SEEKING A CONDITIONAL USE PERMIT TO ALLOW AN ELECTRONIC MESSAGE SIGN AT 5310 WASHINGTON AVENUE BE APPROVED, SUBJECT TO THE FOLLOWING CONDITIONS:

- a. That the plans presented to the Plan Commission on January 10, 2017 be approved subject to the conditions contained herein.
- b. That all codes and ordinances are complied with and required permits acquired.
- c. That a landscaping plan be submitted to and approved by the Director of City Development to create compliance with the Municipal code in regards to landscaping and parking.
- d. That if item listed under condition "c" above cannot be completed before the implementation date, then the applicant shall submit to the Director of City Development a financial surety, such as a bond, letter of credit, cash or other recognized assurance. An estimate of the cost of completing said items is to be provided by the applicant and the financial assurance issued in an amount equal of the value of the incomplete items. The financial assurance shall be kept on file with the Department of City Development, with the content and format of said assurance subject to review and approval of the City Attorney.
- e. For the electronic message center:
  1. Each message change shall be accomplished in one second or less, and each message shall remain in a fixed position for a minimum of four seconds.
  2. It shall not be illuminated to a degree of brightness greater than necessary for adequate visibility.
  3. That there shall be no traveling messages or animations.
- f. That all plans proposed be completed within 18 months of approval.
- g. 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.
- h. That this conditional use permit is subject to Plan Commission review for compliance with the listed conditions.