



CITY OF RACINE DEPARTMENT OF CITY DEVELOPMENT STAFF REPORT

Meeting Date: 3/17/2025

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

Case Manager: Steven Madsen

Location: 2521 S Green Bay Rd

Applicant: Katherine Rayner of Crew Carwash represented by Jared Jones of Kimley-Horn

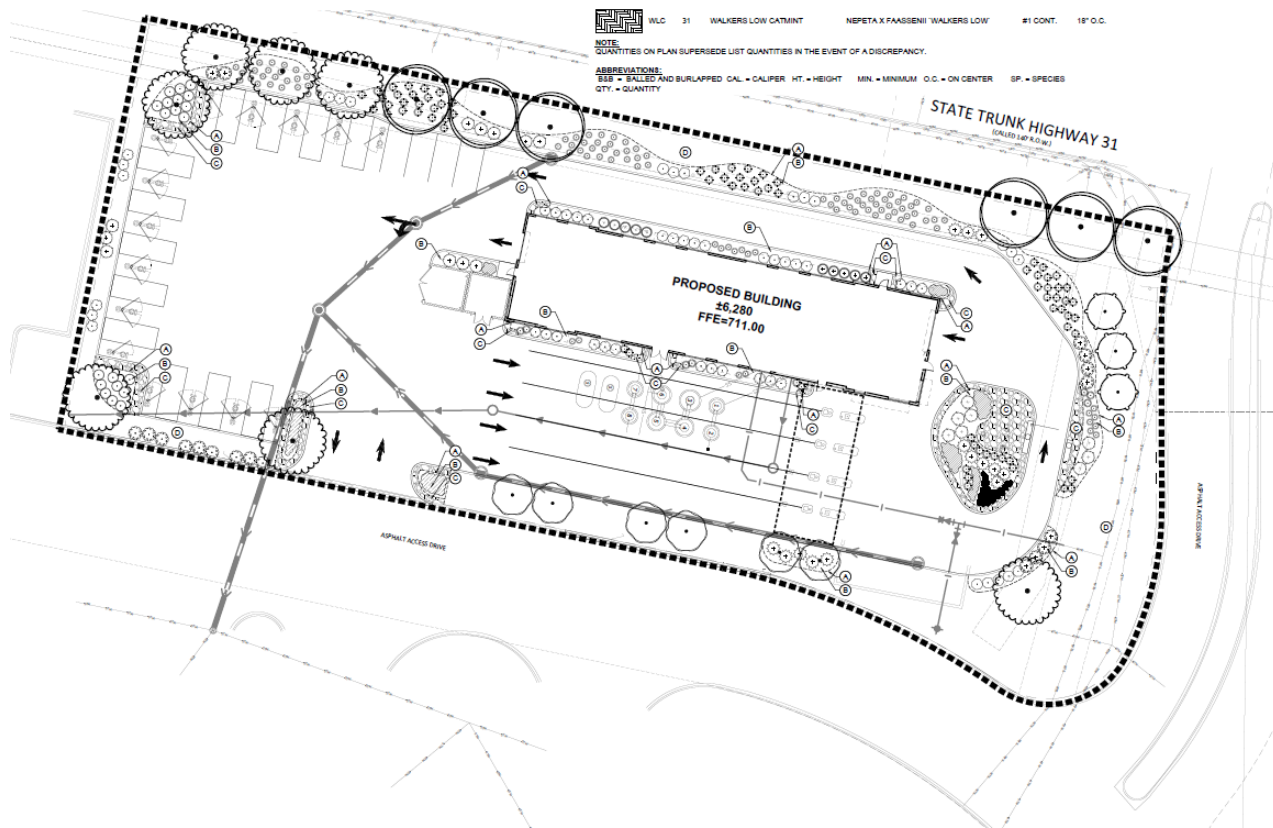
Property Owner: Hull 2000, LLP

Request: Consideration of a major amendment to a conditional use permit of the planned development of Regency Mall to add a new use to add a carwash as allowed in Section [114-177](#) of the Municipal Code.

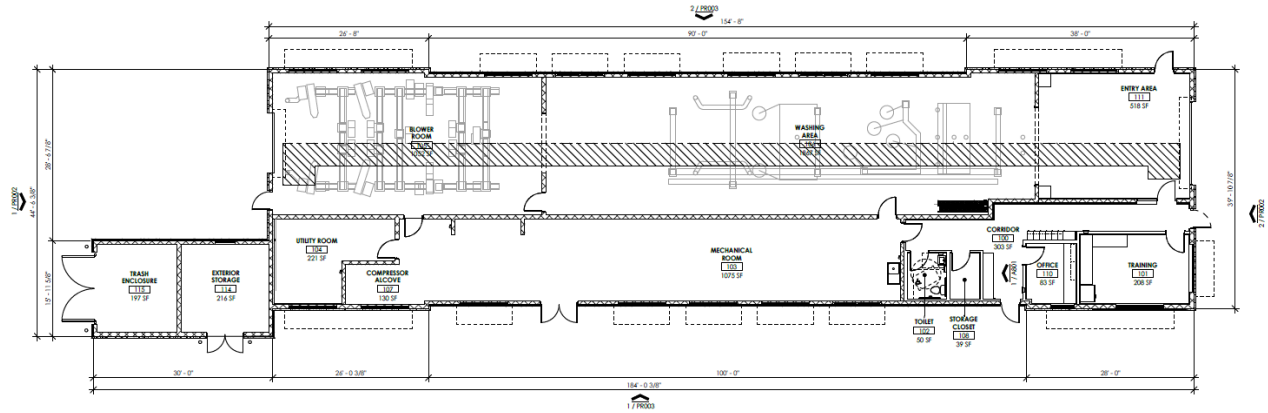
BACKGROUND AND SUMMARY: The application is requesting to add a carwash. The carwash would be open from 7:00 am to 8:00 pm every day and would have between 2-4 employees.



Birdseye view of the property, indicated in blue..

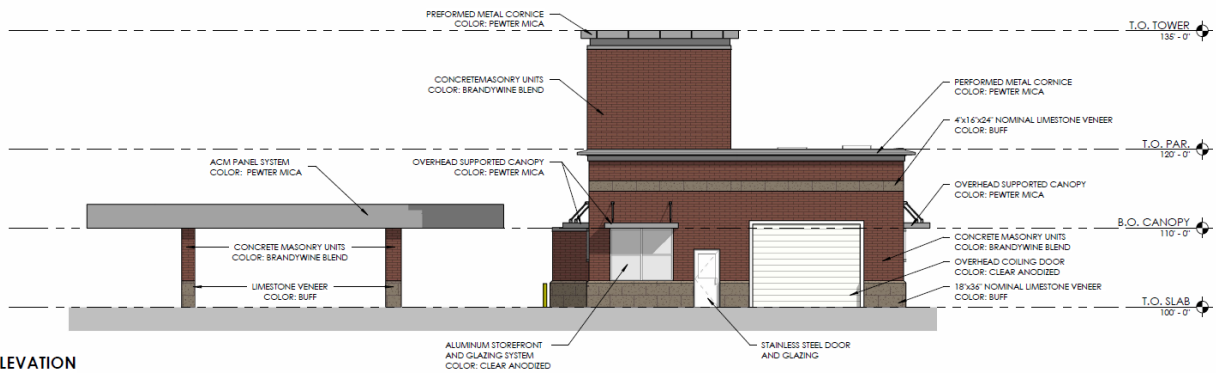


Proposed Site Plan. North is to the right.



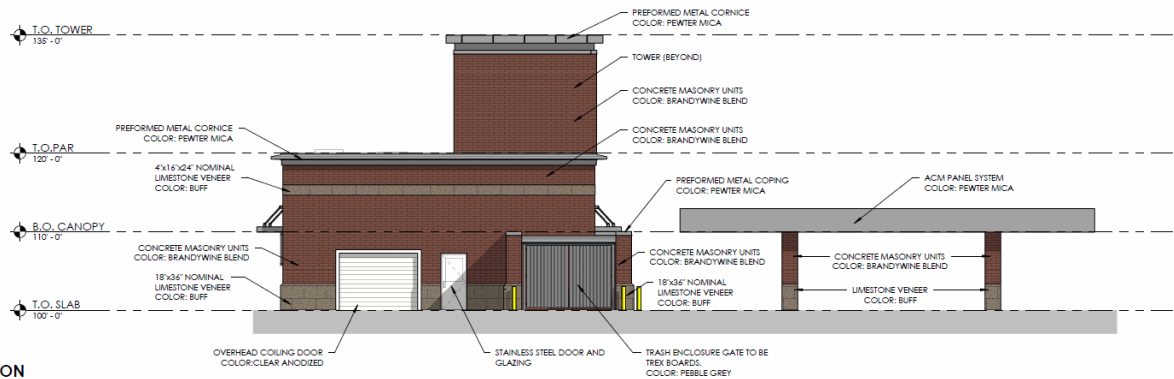
ARCHITECTURAL FLOOR PLAN

Proposed Floor Plan



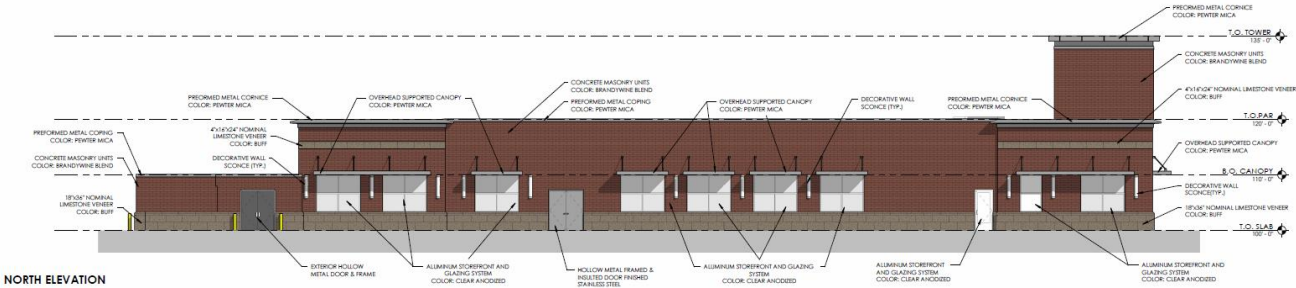
WEST ELEVATION

Proposed North Elevation

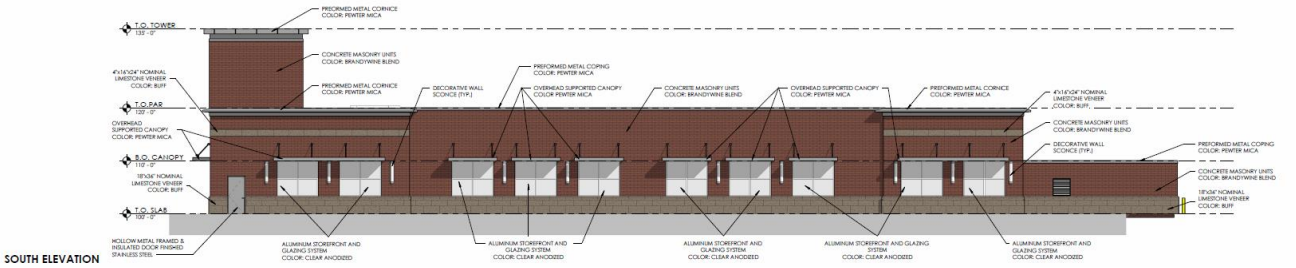


EAST ELEVATION

Proposed South Elevation



Proposed East Elevation



Proposed West Elevation



Building Rendering

GENERAL INFORMATION

Parcel Number: 23876033

Property Size: 60,644 square feet

Comprehensive Plan Map Designation: Commercial

Consistency with Adopted Plans:

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

- 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-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: Restaraunt

Surrounding Zoning and Land Uses:

North	B-2 Community Shopping	Retail
East	B-2 Community Shopping	Retail
South	B-2 Community Shopping	Office/Clinic
West	B-2 Community Shopping	Retail/Coffee Shop

ANALYSIS:

Development Standards:

Density ([114-Article V](#): Article VII, Div. 5 [Bulk Regulations](#) & 8 [Lots](#)): The existing building complies with all bulk and lot standards.

Standard	Required	Provided
Lot Area	No minimum	60,644 square feet
Lot Frontage	30 feet	387 feet
Floor Area Ratio	4.0 maximum	.11

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 (West)	0 feet	38 feet
Side (North)	0 feet	79 feet
Side (South)	0 feet	150 feet
Rear (East)	0 feet	70 feet

Building design standards (114-Secs. [735.5](#) & [736](#)): The proposed building does meet the design requirements of having masonry from grade to 8 feet.

Sign Regulations (114-[Article X](#)): Any changes to signs would be reviewed by Planning Division Staff. Any signage would need to follow the sizing and other requirements outlined below:

Sign Type	Allowable Sq. Ft.	Provided Sq. Ft.	Maximum Height	Proposed Height
Monument Sign		48.33	15 feet	6 feet
Wall Sign		295.15		
Total	300 sq. ft.	343.48		

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

Use Type	Required	Provided
Car Wash*	0	
Total	0	16

* The Car Wash is a part of the Regency Mall Planned Development which does not have minimum parking requirements. The zoning code does not have car wash as a use in the parking requirement list, but the four spaces plus twelve vacuum spaces should be more than enough for a use where you are not meant to exit your vehicle.

Landscaping, screening and yard requirements ([114- Article V](#): Article VII, Div. 6 [Development Standards](#) & 7 [Fences and Walls](#)): The proposed landscaping plan and yards are consistent with the regulations set in the zoning regulations.

Outdoor lighting, signs ([114-Sec. 742](#)): Since there is no residential property adjacent to the property there is no potential for the lights to glared onto residential properties. The light for parking also will not measure 3 foot candles at the property line, so all the lighting conforms with zoning requirements.

Rubbish and trash storage ([114-Article V](#) & [114-740](#)): There are plans for a trash enclosure that meet all of our design requirements.

Engineering, Utilities and Access:

Access ([114-1151](#)): There is combined access through the mall development off of S. Green Bay Road, Durand Avenue, and Roosevelt Avenue.

Surface drainage ([114-739](#) & Consult Engineering Dept.): Any changes to impervious surfaces would have to be reviewed by the Engineering Department.

Sewage disposal and water supply ([114-821](#) & Consult Engineering and S/W Utility): The area should have adequate utilities for the proposed use.

Exceptions to ordinance: An exception of one parking space would be required.

Additional Planning and Zoning Comments: N/A

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 changes to add a car wash to the numerous commercial uses permitted and approved in the Planned Development for Regency Mall would be complimentary. The access points would be interior to the development the use is surrounded by higher intensity commercial spaces and highways. The carwash proposal will not be detrimental to or endanger the public health, safety, morals, comfort, or general welfare.

- 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 new proposal would not be injurious to the other properties. It meets and goes above most of the requirements of the code and the use specifically will be complementary to the business that already exist in the development and in the corridor.

- 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 establishment of a carwash will have no negative impacts on the normal or orderly development and improvement of the surrounding area. The use is one that fits the type of development of the area and would complement surrounding uses.

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

Staff Comments: The property is served by utilities that exist in the planned development currently which should be adequate for this proposal.

- 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: There are ingress and egress points that exist around the development from S Green Bay Road, Durand Avenue, and Roosevelt Avenue that will insure there is no congestion on public streets.

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

Staff Comments: The current land use plan encourages the redevelopment or improvement of commercial properties. This conditional use permit will facilitate the redevelopment of the existing property and bring it back into use.

- 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: There are no exceptions requested as a part of this proposal.

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, subject to the consent of the applicant.
5. Defer with a continuance of the public hearing to a date certain, subject to the consent of the applicant.

STAFF RECOMMENDATION: BASED ON THE FINDINGS OF FACT IN THIS REPORT, THAT THE REQUEST FROM KATHERINE RAYNER OF CREW CARWASH REPRESENTED BY JARED JONES OF KIMLEY-HORN SEEKING A MAJOR AMENDMENT TO A CONDITIONAL USE PERMIT TO AMEND THE REGENCY MALL PLANNED DEVELOPMENT TO ALLOW FOR A NEW TYPE OF USE BE APPROVED, SUBJECT TO THE FOLLOWING CONDITIONS:

- a) That the plans presented to the Planning, Heritage and Design Commission on March 17, 2025, be approved subject to the conditions contained herein.
- b) That all codes and ordinances are complied with and required permits acquired.
- c) That all concerns from the JPRT letter sent March 11, 2025 be addressed.
- d) That no major changes be made from the conditions of this permit without approval of the Planning, Heritage and Design Commissions and no minor changes be made without the approval of the Department of City Development.
- e) 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).

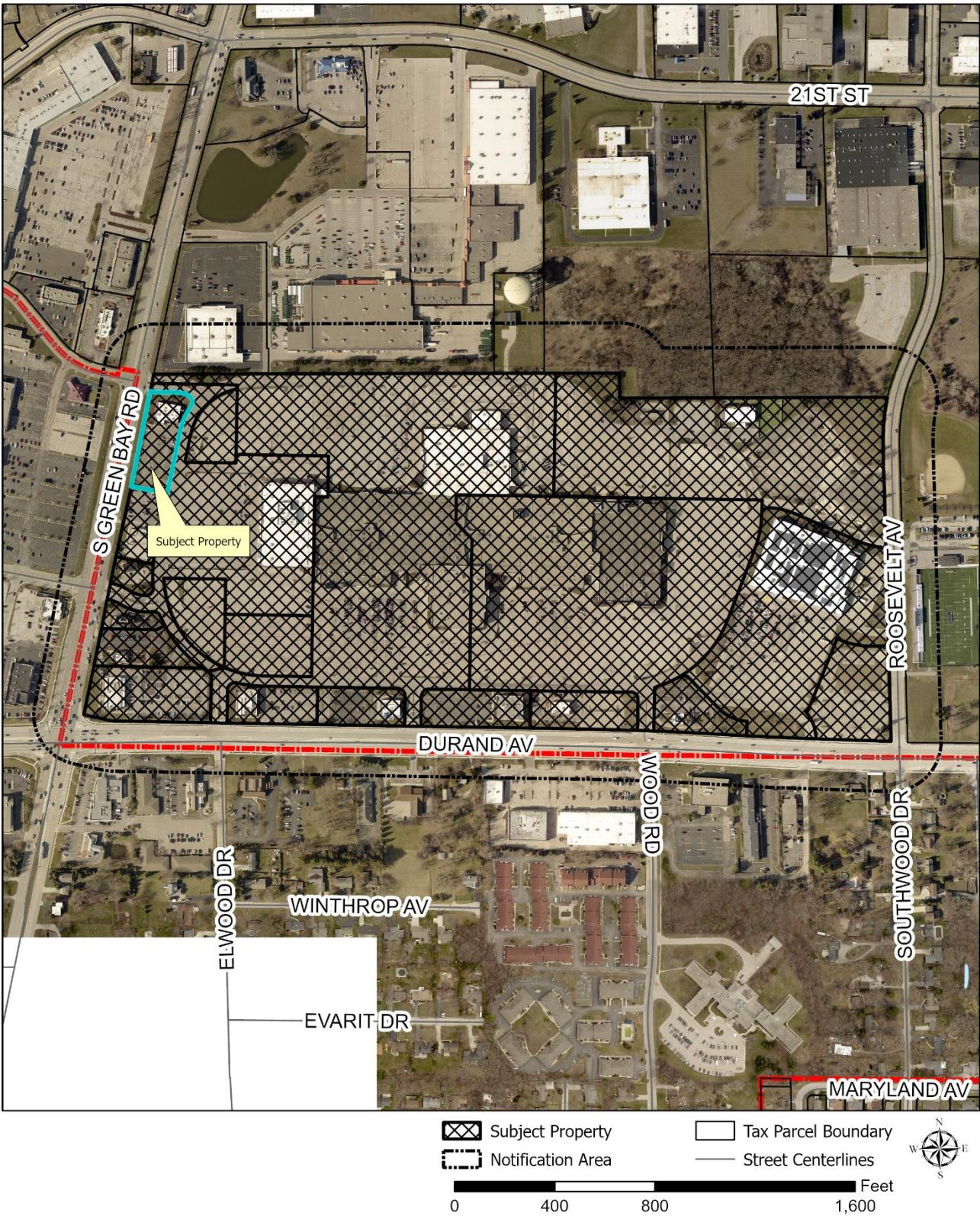


PUD Major Amendment - 2521 S Green Bay Rd



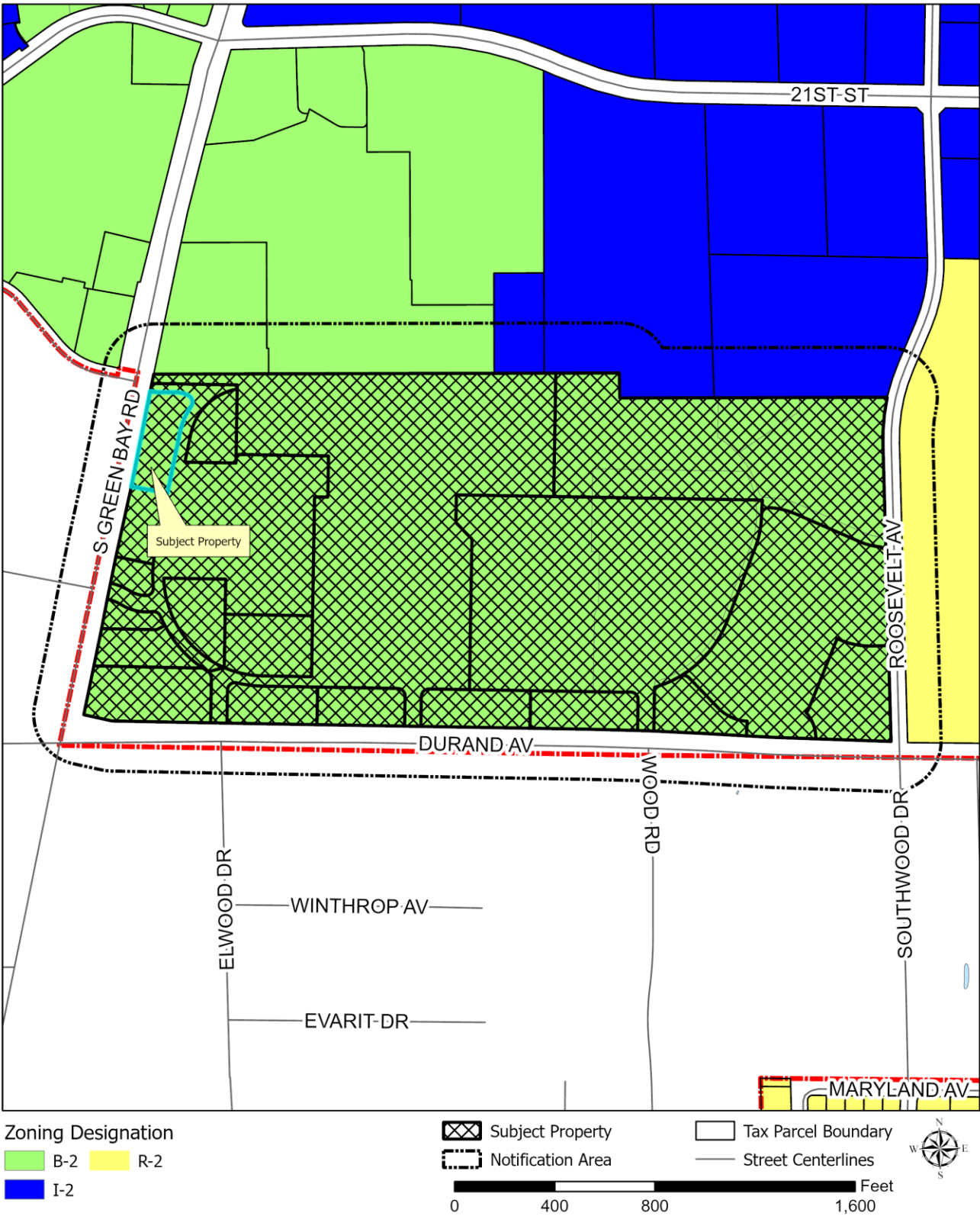


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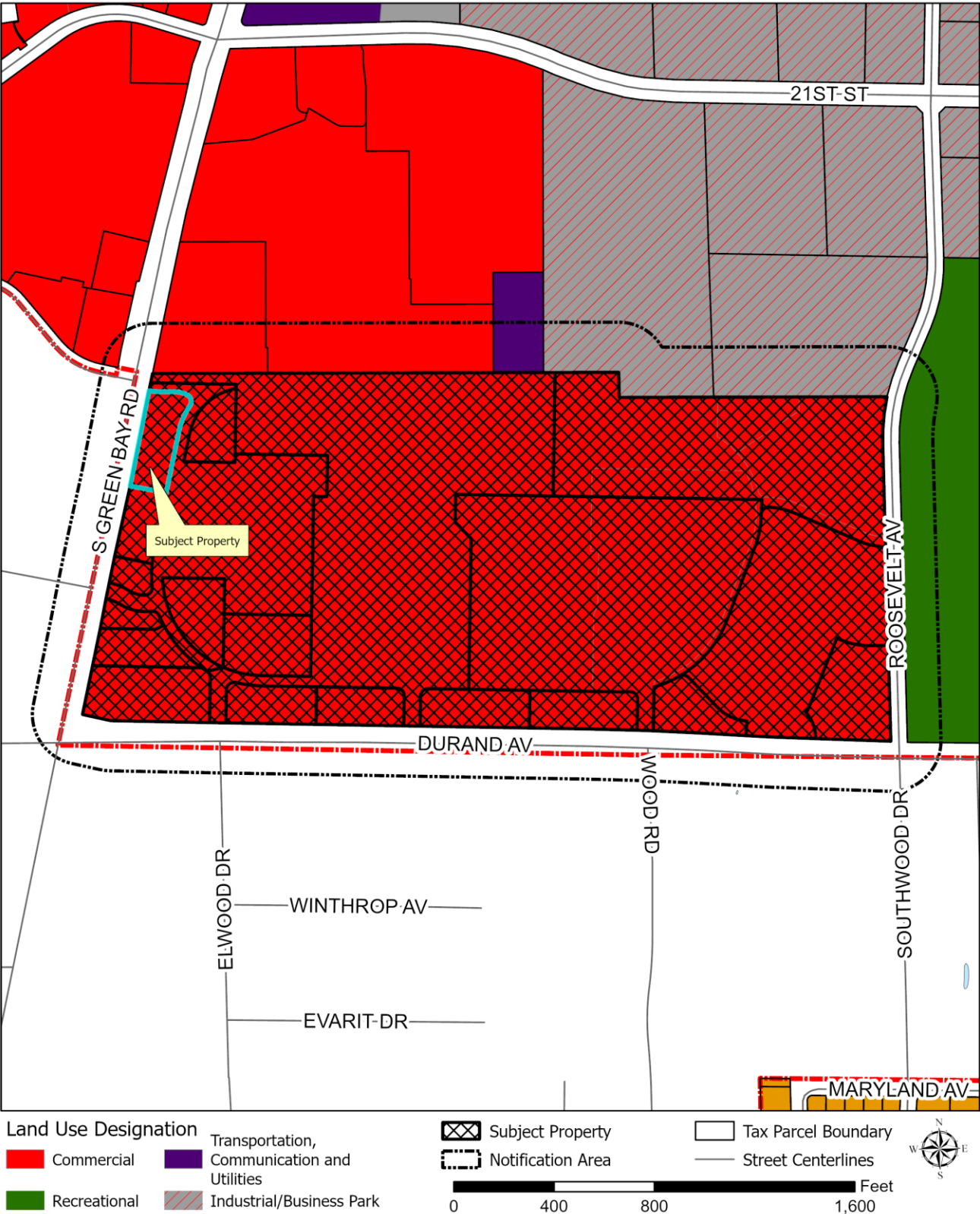


PUD Major Amendment - 2521 S Green Bay Road





PUD Major Amendment - 2521 S Green Bay Road



Site Photos



Looking west at subject property



Looking south at pole sign



Looking north at property



Looking south at neighboring property



Looking northwest at neighboring property



Looking north at neighboring property