



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

### **UPDATE**

**Meeting Date:** ~~March 28, 2018,~~ April 11, 2018

**To:** Mayor and Planning 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:** Katheryn Knoff

**Location:** 3825 Erie Street, approximately 500 ft. south of the Erie St. and 3 Mile Rd. intersection, at the Southeast corner of Erie Street and Greenfield Road

**Applicant:** North Pointe Ministries Center, North Pointe (Trinity) United Methodist Church, Inc.

**Agent:** Bill Pfister

**Property Owner:** Trinity United Methodist Church of Racine WI Inc.

**Request:** Consideration of a conditional use for an electronic message sign (EMS) as defined in [Section 114-1](#) of the Municipal Code for property located in an R-1 Single Family Residence Zone District.

**BACKGROUND AND SUMMARY:** At the March 28, 2018 meeting, at the request of Staff, the Commission voted to continue the public hearing on this item at the April 4, 2018 meeting. Staff requested deferral so that any resulting recommendation to the Common Council could take into account an ordinance being prepared that would propose codification of common exceptions granted to Section 114-1033 regarding separation of electronic signs from residential properties, and to install other amendments to Section 114-1033 to better mitigate potential negative impacts to residential properties.

Staff has prepared proposed amendments and they are detailed in the Staff Report for agenda Item 0369-18. To summarize their impact in the specific North Pointe proposal, the following would apply:

1. The new sign needs to be constructed having essentially the same location as the current sign so that there is at least a 150 foot distance from the sign's face and the residential property line to the north. Actual distance measures 160. The sign face will be 133 feet from the south lot line.
2. The sign can be positioned so as to be as close as 15 feet to the west lot line. The current sign measures to be 25 feet from the west lot line.
3. The color scheme of the electronic sign display will need to be a single color graphic on a black screen. Each new message can have a different color.

Other standards to be put in place that govern all electronic message centers address brightness during day and evening hours, letter heights based on speed of traffic, duration of the message display, animation of the display, and times of day the sign can be operational. Agenda Item 0369-18 provides the detailed analysis of the proposed ordinance amendments.

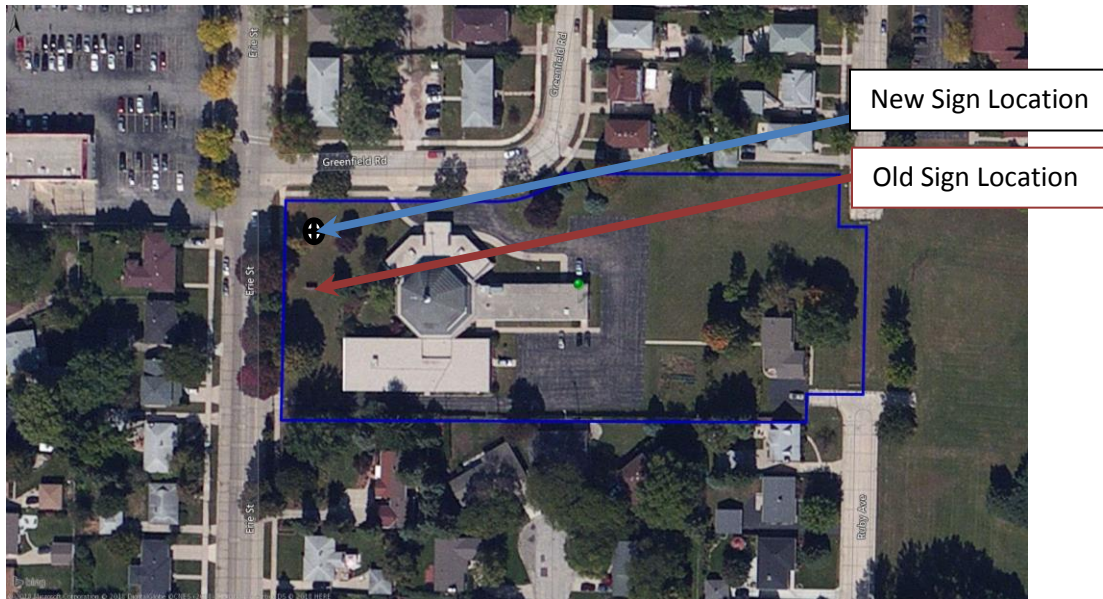
**THE FOLLOWING ARE STAFF'S BACKGROUND AND SUMMARY AS PROVIDED FOR THE MARCH 28, 2018 MEETING.**

The applicant seeks to operate a 6-foot-tall, 58 sq.ft. electronic message center on the Northwest corner of the property. The business would like the sign to be located 40 feet South of Greenfield Road and 26 feet East of Erie Street.

The zoning ordinance classifies Electronic Message Signs as permissible in the R-1 Single Family Residence zone district for office or institutional facilities upon the issuance of a conditional use permit ([114-1033](#)).



Birdseye view of the Subject Property, indicated in Blue (image from City Pictometry)



Site plan for the property with the approximate new and old sign locations indicated.

## GENERAL INFORMATION

**Parcel Number:** 05966004

**Property Size:** 151,674 sq. ft. (3.48 acres)

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

**Consistency with Adopted Plans:** Existing land use of a place of worship and its associated facilities is consistent with the Comprehensive Plan. No corridor or focused planning areas apply for this location.

The [Racine Comprehensive Plan](#) states the following objectives, which are applicable to the project:

- Maintain and enhance community and neighborhood character and identity.
- Provide for the development and preservation of residential areas within a physical environment that is healthy, safe, convenient, and attractive.

**Corridor or Special Design District?:** N/A

**Historic?:** N/A

**Current Zoning District:** R-1 Single Family Residence

**Purpose of Zone District:** The R-1 single family residence district’s intent is to provide single family areas and protect such areas from the encroachment of incompatible uses. This district will be located generally on the periphery of the city, in neighborhoods containing large lots. ([Sec. 114-271. Purpose](#))

**Proposed Zoning:** R-1 Single Family Residence

**Existing Land Use:** Religious Institution

**Surrounding Zoning and Land Uses:**

<b>North</b>	R-4 General Residence B-2 Community Shopping	High Density Residential and a Gas Station
<b>East</b>	R-1 Single Family Residence	Medium and High Density Residential and Recreational Land
<b>South</b>	R-1 Single Family Residence	Medium Density Residential
<b>West</b>	R-2 Single Family Residence B-2 Community Shopping	Medium Density Residential and Grocery Store

**Operations**

HOURS: 7:00 a.m. to 10:00 p.m. daily

**ANALYSIS:**

Development Standards:

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

<b>Standard</b>	<b>Required</b>	<b>Provided</b>
Lot Area	20,000 sq.ft.	151,674 sq. ft.
Building Coverage	N/A	25,600 sq. ft.
Floor Area Ratio	N/A	0.16

**Sign Setbacks & Location** ([114-Article X](#): Div. 1 Sec. [1033](#)):

<b>Yard</b>	<b>Required</b>	<b>Provided</b>
Front	25’	40’
Side	25’	26’
Other side	N/A	N/A
Rear	N/A	N/A

**Sign Location** ([114-1033](#) (a)(1)(c): The sign is located within a residential district and is 90 feet from neighboring residential structures with its North face directly facing a residential district. Therefore, it does not comply with the ordinance which states the sign may not be located within 200 feet of a residential zone or use, and may not directly face a residential zone or use.

**Electronic Message Sign design standards** ([114-1033](#) (a)(1)(e): The design is architecturally compatible with the building design, and a landscape plan has been submitted for the area within 6 feet of the sign.

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

Use	Required	Provided
Religious Retreat Parking	23	55
Total	23	55

Loading space: N/A

**Landscaping, screening and yard requirements** (114-Article X: Article VII, Div. 6 [Development Standards](#) & 7 [Fences and Walls](#)): The site currently has many trees, street trees, and landscaping that somewhat mask the façade of the building. Staff has required a landscape plan for the sign area within 6 feet of the requested sign.

**Sign Regulations** ([114-1033](#) & [114-1062](#))

Sign Type	Allowable Sq. Ft.	Provided Sq. Ft.
Sign Area	Max. 60 sq. ft.	32.6
Electronic Message Center	Max. 50% of total area	44% of total sign area or 25.4 sq. feet
Total	Max. 60	Approx. 58

**Outdoor lighting, signs** (114- Article X & [114-742](#)): The sign lettering will be internally illuminated with white LEDs, and the Electronic Message Sign (EMS) will be a full color watchfire LED display. The sign is not intended to inhibit vehicular traffic since it is not near a signaled traffic intersection. Article X indicates that the EMS may be on between the hours of 7:00 a.m. and 10:00 p.m. but the applicant is leaving the decision to the commission.

**Rubbish and trash storage** ([114-Article V](#) & [114-740](#)): N/A

**Engineering, Utilities and Access:**

**Access** ([114-1151](#)): N/A



**Surface drainage** ([114-739](#) & Consult Engineering Dept.): N/A

**Sewage disposal and water supply** ([114-821](#) & Consult Engineering and S/W Utility): N/A

**Exceptions to ordinance:** N/A

**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 Planning 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 recommended conditions ensure that any detrimental visual impacts are minimized by requiring the sign to be off between the hours of 10:00 p.m. to 7:00 a.m. and limiting the text height and animations. The EMS is not near a signaled intersection; therefore, the sign should not endanger the public health, safety, morals, comfort or general welfare of those in the community.

- 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 recommended conditions related to the appearance and operation hours of the EMS ensures the impacts of this sign will be minimized to those adjacent properties. This will ensure that the property keeps a uniform look with the building, to not disrupt the aesthetics of 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: Approval of the recommended conditions will enrich the fully developed area. By maintaining an attractive look through additional landscaping, the property will be able to enhance the uses of the neighboring properties.

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

Staff Comments: The existing road network, access, drainage, or electrical services will not be modified as a result of this request. At this time, and for the foreseeable future, all utility providers have no problems providing services in this 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: Not applicable to this conditional use permit.

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

Staff Comments: By installing a new sign and maintaining landscaping in the surrounding area, community and neighborhood character will be enhanced. The residential composition is essential to preserve the mixed-use neighborhood and shows that the area is focused on improving the physical environment. The recommended conditions promote the goals of the current land use plan by allowing the site to function as the owner wishes, while enhancing the appearance of the community.

- 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 proposal should conform if installed and operated in compliance with the approval.

## **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:**

- The EMS is not near a signaled vehicular traffic intersection.
- The design of the sign complements the design of the building on the property.
- Promotes the continued use of an existing building and replaces an outdated sign.

## **STAFF RECOMMENDATION (AS AMENDED TO BE CONSISTENT WITH THE FORTHCOMING AMENDED ORDINANCE :**

BASED ON THE FINDINGS OF FACT IN THIS REPORT, THAT THE REQUEST FROM NORTH POINTE UNITED METHODIST CHURCH, INC. SEEKING A CONDITIONAL USE PERMIT TO ALLOW AN ELECTRONIC MESSAGE CENTER AT 3825 ERIE STREET BE APPROVED, SUBJECT TO THE FOLLOWING CONDITIONS:

- a) That the plans presented to the Plan Commission on March 28, 2018 be approved subject to the conditions contained herein.
- b) That the following exceptions are granted to Section 114-1033 Signs, Electronic Message Signs (Racine Municipal Code):
  - 1) Allowing an electronic message center within a residential district.
  - 2) The requirement that the sign not directly face residential uses is waived for the sign's northward face.
- c) That the landscaping plan and decorative base plan as illustrated on the plans dated 2-20-18 be followed.
- d) That this replacement sign be placed in the same location as the existing sign with the exception that the replacement sign may be placed within 15 feet of the west property line.
- e) That all other aspects of Section 114-1033 (a) be complied with, and that a revised site and landscaping plan be submitted that reflects the replacement sign in the approved location.
- f) That the sign shall comply with Section 114-1062 in that the total sign area may not exceed 60 sq. ft. and the electronic message sign shall not exceed 50% of the 60 sq. ft.
- g) That all codes and ordinances be complied with and required permits acquired.
- h) 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.
- i) 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) Sign Location Plan Map
- 6) Site photos of the property and general area; and
- 7) Submittal documents ([click to view](#)).





# Conditional Use Request - 3825 Erie Street

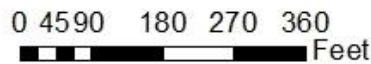




# Conditional Use Request - 3825 Erie Street



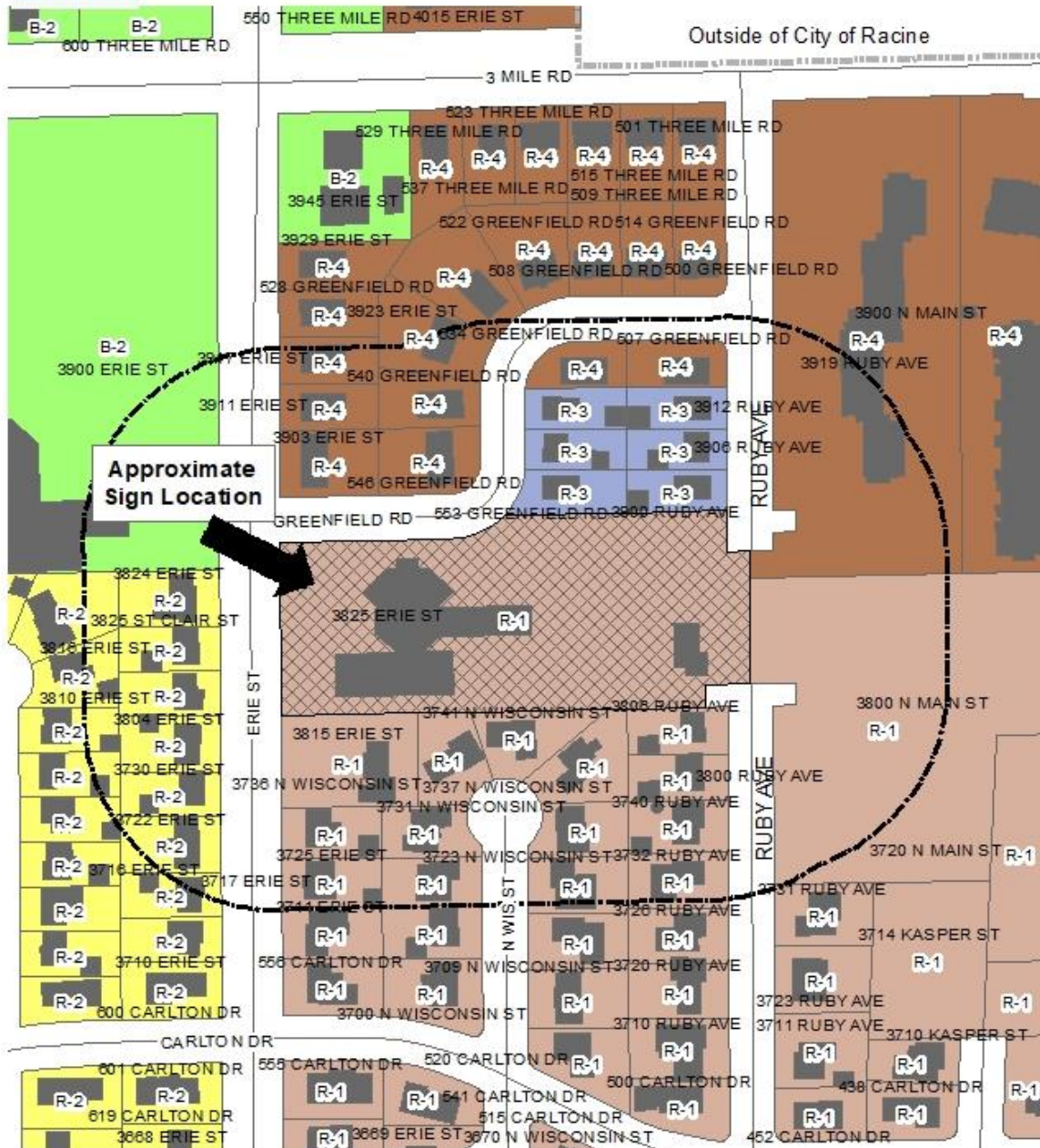
-  Subject Property
-  Notification Area
-  Tax Parcel Boundary
-  Building Footprints
-  Street Centerline
-  City Boundary





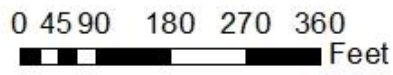


# Conditional Use Request - 3825 Erie Street



- Subject Property
- Notification Area
- Tax Parcel Boundary
- Building Footprints
- Street Centerline
- City Boundary

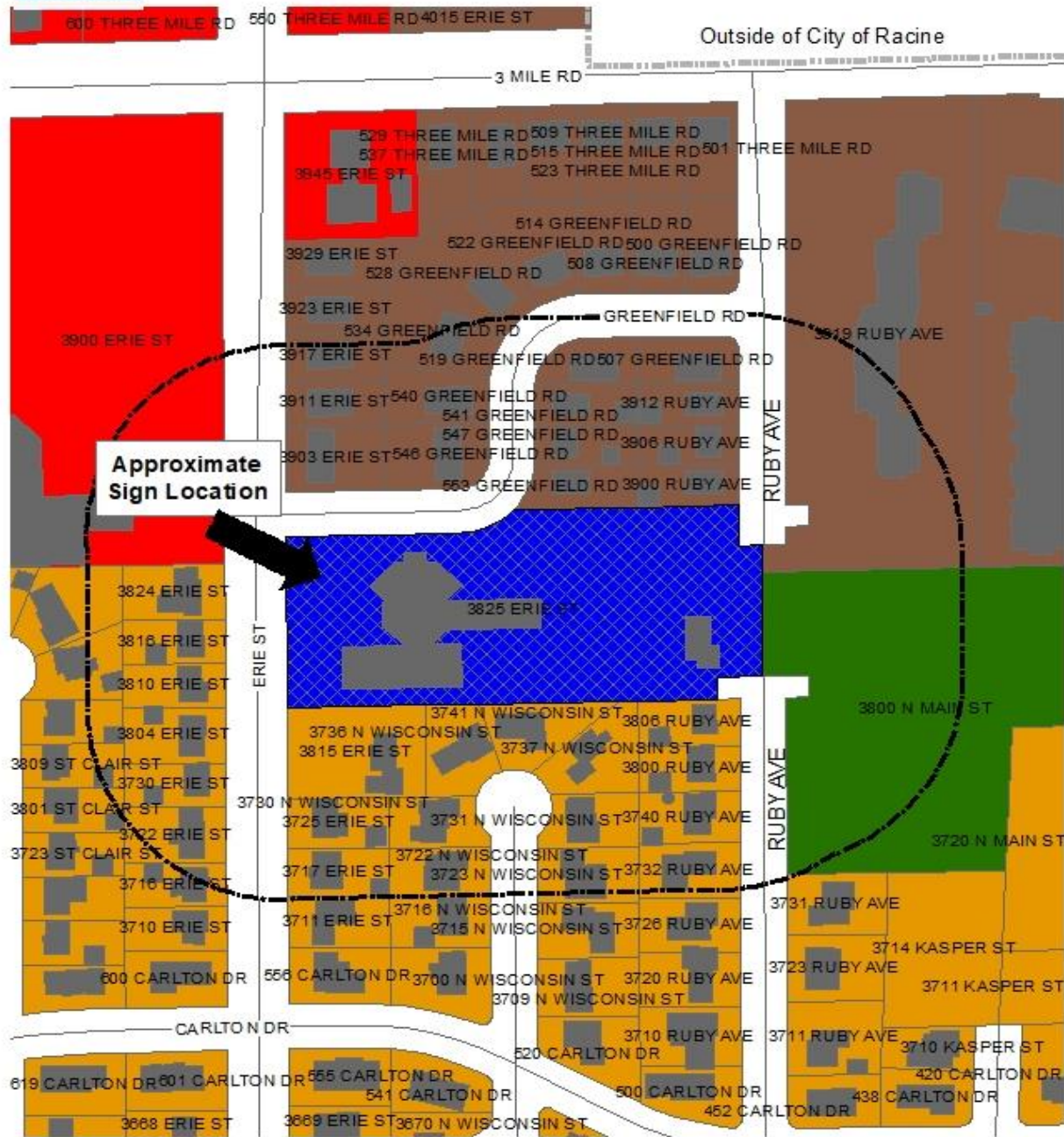
- ### Zoning Designation
- R-1 Single Family Residential
  - R-2 Single Family Residential
  - R-3 Limited General Residential
  - R-4 General Residential
  - B-2 Community Shopping District







# Conditional Use Request - 3825 Erie Street



-  Subject Property
-  Notification Area
-  Tax Parcel Boundary
-  Building Footprints
-  Street Centerline
-  City Boundary

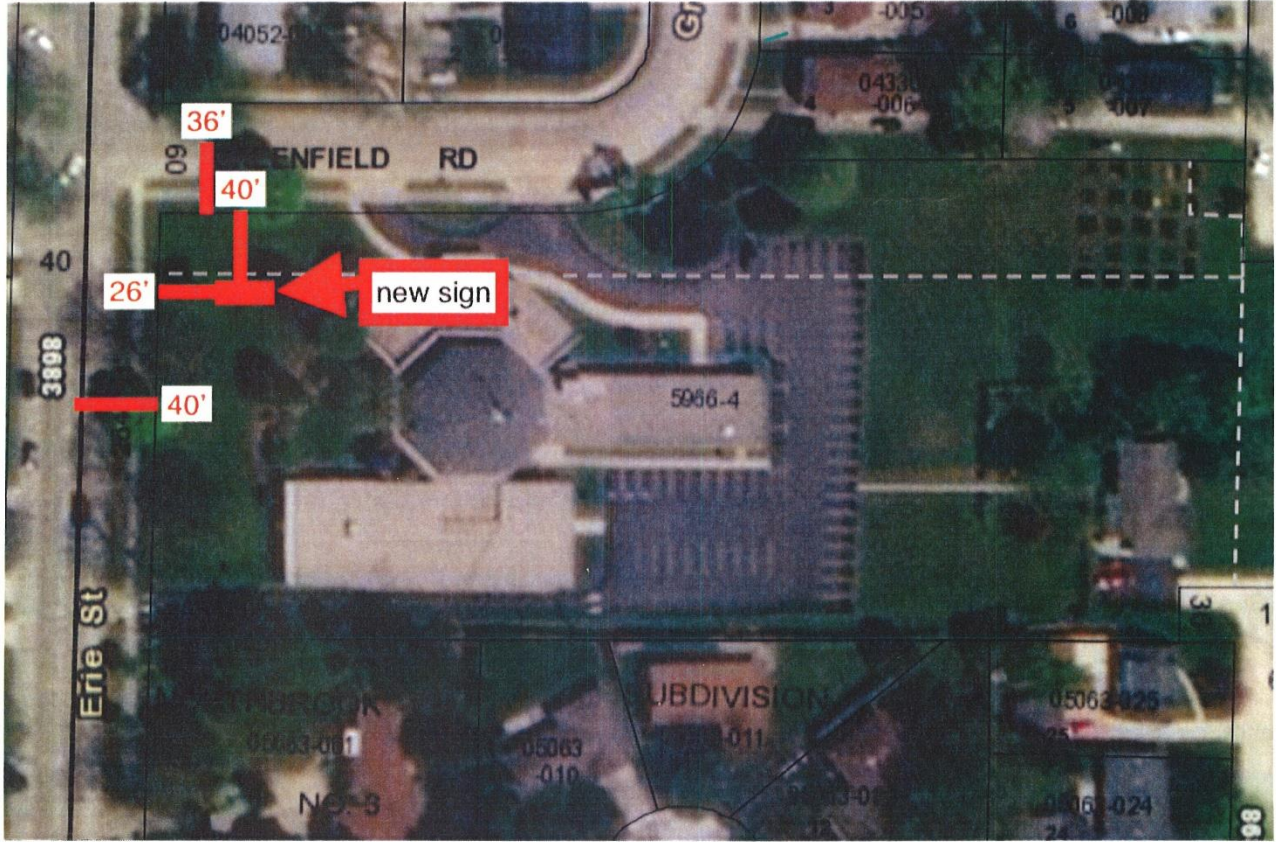
## Comprehensive Plan Designation

-  Commercial
-  High Density Residential
-  Governmental and Institutional
-  Medium Density Residential
-  Recreational

0 45 90 180 270 360 Feet



# Sign Location Plan Map





Site Photos



↑  
SOUTH

↑  
NORTH

↑  
WEST



*EXISTING*

