



Application for Conditional Use Permit

Applicant Name: Gregory Moore

Address: 1964 Taylor Ave City: Racine

State: WI Zip: 53404

Telephone: 262 497-4433 Cell Phone: _____

Email: gregmoore@yahoo.com

Agent Name: Access Event Planning

Address: 1964 Taylor Ave City: Racine

State: WI Zip: 53404

Telephone: 262 770-2663 Cell Phone: _____

Email: gregmoore@yahoo.com

Property Address (Es): 1964 Taylor Ave Racine WI 53404

Current Zoning: _____

Current/Most Recent Property Use: New owner

Proposed Use: Event space for small events





DEPARTMENT OF CITY DEVELOPMENT



The application will be evaluated using the standards of Sec. 114-154 of the Municipal Code (below). Please use the space to justify and explain how your proposal addresses these conditions; use an additional sheet if necessary.

- (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;

Small events and there is a privacy fence to maintain quiet & not bother neighbors

- (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;

Small crowds & only open to midnight

- (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;

Small events monitored by management

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

yes

- (5) Adequate measures have been or will be taken to provide ingress and egress so designed as to minimize traffic congestion in the public streets;

Small crowds & small parking lot & street parking

- (6) The proposed conditional use is not contrary to the objectives of the current land use plan for the city; and

All regs & statutes will be followed

- (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.

All regs will be followed





If the required supplemental materials, which constitute a completed application, are not submitted, the application will not be processed.

Required Submittal Format

1. An electronic submission via email/USB drive/CD/Download link; and
2. One (1) paper copy, no larger than 11" x 17" size.

Required Submittal Item	Applicant Submitted	City Received
1. Conditional Use Review Application	☐	
2. Written description of project, including: a. Hours of operation b. Anticipated delivery schedule c. Maintenance plan d. General use of the building and lot	Gm	
3. Site Plan (drawn to scale), including: a. Fully dimensioned property boundary b. All buildings (existing and proposed) c. Setbacks from property lines d. Identification as to whether all elements are "Existing" or "Proposed" e. Dimensioned parking spaces and drive aisle layout f. Trash enclosure location and materials g. Loading spaces h. Fire hydrant locations i. Location of signage, with setbacks	Gm	
4. Zoning Analysis Table a. Land area (in acres and square feet) b. Building area (in square feet) c. Setbacks (required yards in feet) d. Floor Area Ratio (building area divided by lot area) e. Lot Coverage (building footprint divided by lot area) f. Height of all buildings and structures g. Percentage of greenspace (landscaped areas divided by lot area) h. Parking spaces	Gm	
5. Landscape Plan a. Bufferyards b. Parking Areas c. Screening and fencing locations d. Plant lists including the following: Latin and Common Names, Number of each planting material, and Size at planting.	Gm	





DEPARTMENT OF CITY DEVELOPMENT



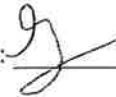
Required Submittal Item	Applicant Submitted	City Received
6. Lighting Plan a. Location of light fixtures b. A cut sheet of light fixtures with indication of cut-offs or shielding c. Illumination diagram indicating intensity of lighting on the property.		
7. Floor Plan a. Preliminary floor plan layout of all buildings/structures b. Labels for the type of use of the area c. Labels for square footage of the area		
8. Engineering Plan a. Stormwater Plan (Drainage pattern, flow, detention) b. Existing and proposed roadway and access configurations c. Cross access		
9. Signage Plan a. dimensioned color elevations of signage b. A diagram showing the location of the proposed signage		
10. Building/site elevations (if new building or exterior changes planned) a. Building elevations showing all four sides of the buildings in color b. Elevation of trash enclosure area		
11. Building Material Samples (if making exterior changes)		
12. Review Fee		

Acknowledgement and authorization signatures

A conditional use is not like a building permit; applying does not mean it will be approved.

The approval may contain conditions related to the improvement of the site which must be met prior to the issuance of a building occupancy permit. Conditions related to the operational aspect(s) of the business must be complied with at all times. That, in the event site improvement work required by ordinance cannot be completed prior to desired occupancy, a financial assurance, at 100% of the improvement estimate, guaranteeing completion of the required improvements must be placed on file with the City of Racine. Estimates and Assurance documents are subject to the review and final approval by the City. Improvements may include but are not limited to landscaping, fencing, lighting, pavement surfacing and sealing, dumpster enclosures, and exterior building improvements;

The signature(s) hereby certify that the statements made by myself and constituting part of this application are true and correct. I am fully aware that any misrepresentation of any information on this application may be grounds for denial of this application.

Owner Signature (acknowledgement and authorization):  Date: 9.2.25

Applicant Signature (acknowledgement):  Date: 9.2.25



Reese's Event Planning Business Plan

1964 Taylor Ave Racine, WI 53403

Executive Summary

Reese's Event Planning is a newly rebranded and revitalized event space located in Racine, Wisconsin. Designed for small-scale private gatherings, the venue will host receptions, dinners, baby showers, graduation parties, and other intimate events. With hours of operation from 11:00 a.m. to 12:00 a.m. (midnight), Reese's Event Planning offers a safe, stylish, and professional environment for clients to celebrate life's milestones.

The venue includes an on-site bar licensed to sell liquor, a spacious parking lot, a private back patio area with a privacy fence, and 24-hour video surveillance. Dedicated staff will always be present during events to monitor and ensure a smooth, secure experience.

As a business owner in Racine for the past 12 years, I bring extensive experience, local credibility, and a proven track record of managing successful operations. Reese's Event Planning is committed to being a trusted, safe, and community-conscious venue for the city.

Business Description

Reese's Event Planning provides a versatile space for small events while emphasizing professionalism, safety, and community respect. Unlike larger event halls, Reese's offers an intimate setting perfect for gatherings under 150 guests (capacity customizable).

Key features include:

Event Types: Receptions, dinners, baby showers, graduation parties, anniversaries, corporate events, and other small private gatherings.

Operating Hours: 11:00 a.m. – 12:00 a.m. (no events past midnight).

Amenities:

Full bar service (licensed to sell liquor).

Ample on-site parking for guests.

A back patio area equipped with a privacy fence for outdoor enjoyment while respecting neighbors.

24-hour video surveillance for security.

Professional staff on-site at all times to monitor and assist with events.

This property has had challenges in the past under previous ownership. Under new ownership and management, Reese's Event Planning prioritizes safety, professionalism, and community trust by implementing clear operating standards, continuous monitoring, and a privacy fence to ensure events remain respectful to nearby residents.

Mission Statement

"To provide Racine with a safe, elegant, and community-conscious event space where families, friends, and businesses can celebrate life's most meaningful moments."

Ownership & Management

Reese's Event Planning is owned and operated by Gregory Moore, a long-standing business owner in Racine with 12 years of proven success in the city. The owner brings experience in customer service, operations, and community engagement, ensuring Reese's operates with professionalism and reliability.

Market Analysis

Target Market:

Families hosting milestone celebrations (baby showers, birthdays, anniversaries, graduations).

Couples planning intimate receptions or rehearsal dinners.

Local businesses hosting private dinners, networking events, or retreats.

Community members seeking a professional space for small private functions.

Competitive Advantage:

Affordable, mid-sized venue option between restaurants and large event halls.

On-site bar service and patio with privacy fence for a unique experience.

Strong emphasis on security and monitoring to ensure events are safe and respectful.

Ownership's strong community ties and 12+ years of successful business operations in Racine.

Marketing Strategy

Local Partnerships: Collaborate with caterers, DJs, florists, and photographers to offer bundled packages.

Social Media & Website: Showcase past events, décor setups, and rental options.

Community Engagement: Host open houses, participate in local events, and advertise in community bulletins.

Google & Event Platforms: Ensure Reese's is listed on Google Business, Eventbrite, and Facebook.

Operations Plan

Staff present at every event for monitoring and customer assistance.

Events must end by midnight to comply with city ordinances and respect neighborhood quiet hours.

Surveillance cameras provide 24-hour monitoring of the premises.

Bar staff are certified and trained to ensure responsible alcohol service.

Standard rental packages include venue use, parking, bar access, and basic staffing.

Financial Plan

Revenue Streams:

Venue rental fees (tiered by event type and duration).

Bar sales (liquor, beer, wine, and non-alcoholic beverages).

Add-on services (patio use, extra staff, extended décor setup times).

Projected Costs:

Staffing and security.

Utilities and facility upkeep.

Liquor licensing and compliance costs.

Marketing and advertising.

Growth Potential:

Expand service offerings to include event planning packages (decor, entertainment, catering).

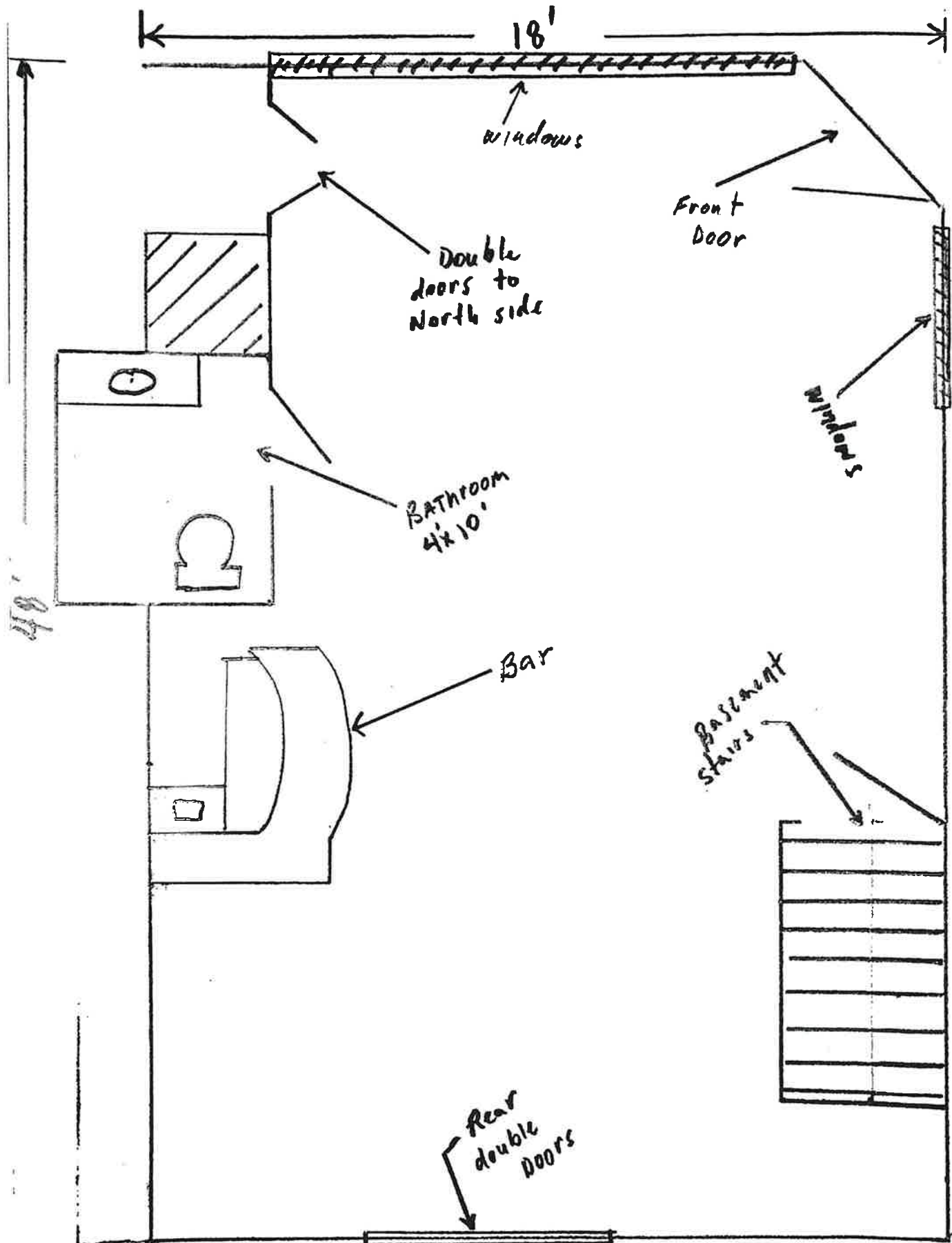
Introduce weekday discounts to increase off-peak usage.

Build strong community reputation to grow referrals and repeat business.

Conclusion

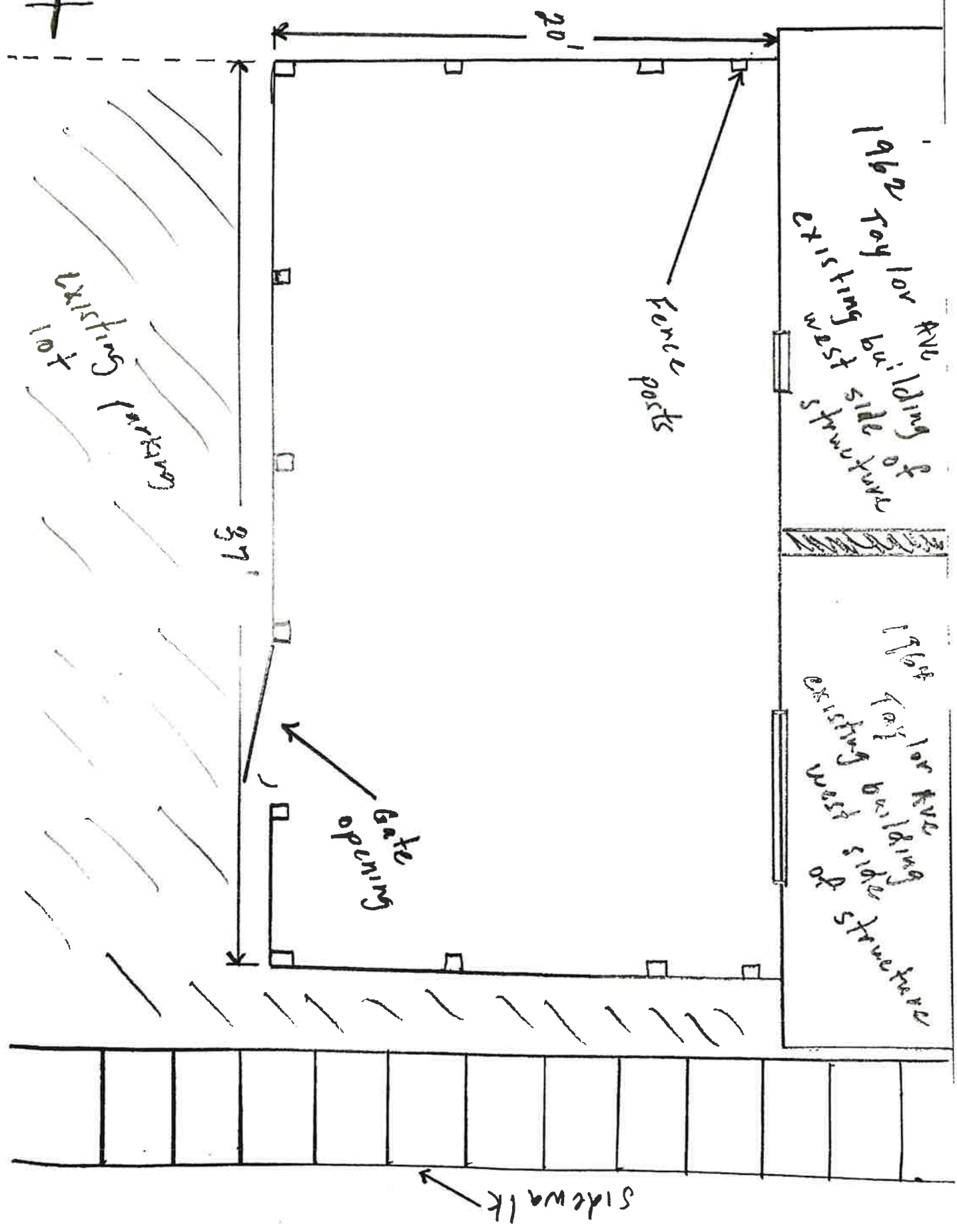
Reese's Event Planning is more than just an event venue—it is a safe, elegant, and reliable space where Racine residents can gather and celebrate. With strong ownership, a focus on professionalism, and a commitment to community respect, Reese's will become a premier choice for small-scale events in the city.

1964 Taylor Ave South Side





1962/1961 Taylor Ave. patio





City of Racine
Finance Department
730 Washington Avenue
Racine, WI 53403
20183922-0001 (262) 636-9171

MISCELLANEOUS

Description: City

Development Fees

(CDFEES)

Reference 1: Z25-2959

Reference 2: 1964

TAYLOR AVE

City Development Fees

(CDFEES)

2025 Item: CDFEES

1 @ \$795.0000

City Development Fees

(CDFEES)

\$795.00

Payment Id: 393321

\$795.00

Subtotal \$795.00

Total \$795.00

CASH \$795.00

Change due \$0.00

Paid by: GREGORY MOORE

Thank You and Have a Nice Day!

City of Racine COPY
DUPLICATE RECEIPT