



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

**Meeting Date:** 6/29/2022

**To:** Mayor and Planning, Heritage, and Design Commission

**From:** City Development Department, Division of Planning and Redevelopment

**Division Manager:** Jeff Hintz – (262) 636-9473 [jeff.hintz@cityofracine.org](mailto:jeff.hintz@cityofracine.org)

**Case Manager:** Michelle Cook

**Location:** 5748 Durand Avenue, located in Regency Mall (5502 Durand Avenue).

**Applicant:** Erica Yu of Chipman Design Architecture

**Property Owner:** Racine Mall, LLC

**Request:** Consideration of a request for a minor amendment to a conditional use permit to allow for a façade remodel for the Planet Fitness at 5748 Durand Avenue, Regency Mall Campus, as allowed by Sec. 114-155 (b) of the Municipal Code. The property is within a Planned Development in a B-2 Community Shopping Zone District.

**BACKGROUND AND SUMMARY:** The business on the property seeks to update and remodel the existing façade of the property at 5748 Durand Avenue (located at the Regency Mall at 5502 Durand Avenue). The remodel includes installing a new EIFS parapet wall, expanding the size and width of the signage band, and removing the awning.

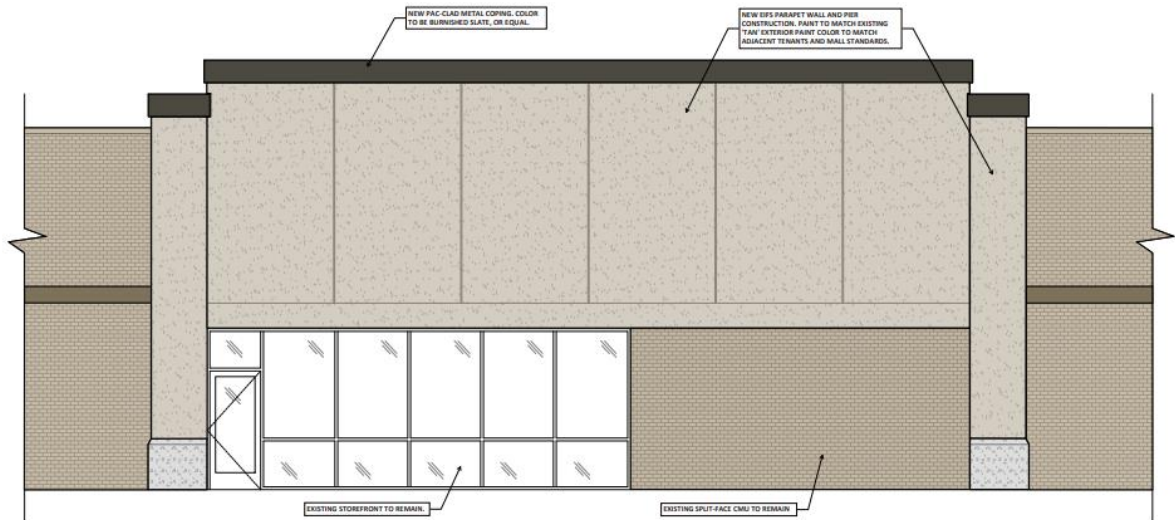
The Zoning Ordinance classifies minor changes to conditional use permits as permissible upon the review of the Planning, Heritage and Design Commission (Sec. 114-155 (b)).



Birdseye view of the property (north is up) (image from City Pictometry)



Current façade as submitted by the applicant.



Proposed exterior changes as submitted by the applicant.

## GENERAL INFORMATION

**Parcel Number:** [23876050](#)

**Property Size:** 42.40 acres

**Comprehensive Plan Map Designation:** Commercial

**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?:** Durand – Elmwood Corridor District

**Historic?:** N/A

**Current Zoning District:** B-2 Community Shopping

**Purpose of Zone District:** The B-2 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:** Regency Mall Planned Development

**Surrounding Zoning and Land Uses:**

<b>North</b>	B-2 Community Shopping and I-2 General Industrial	Home improvement store and Light Manufacturing
<b>East</b>	B-2 Community Shopping and R-2 Single Family	Mall Anchor Retail Space and Pritchard Park
<b>South</b>	B-2 Community Shopping	Restaurants
<b>West</b>	B-2 Community Shopping	Mall Anchor Retail Space

**Operations:** The gym operations are not proposed to change with this proposed minor amendment. The current hours of operation are approved to be 24 hours, seven days a week.

**ANALYSIS:**

**Development Standards:**

**Density** ([114-Article V](#): Article VII, Div. 5 [Bulk Regulations](#) & 8 [Lots](#)): There are no changes planned to the building as a result of this proposal.

<b>Standard</b>	<b>Required</b>	<b>Provided</b>
Lot Area	No minimum	1,846,944 square feet
Lot Frontage	30 feet	170 feet
Floor Area Ratio	4.0 maximum	.20

**Setbacks** ([114-Article V](#): Article VII, Div. 6 [Development Standards](#)): Nonresidential uses are not required to provided yards, except as required in 114-570.

<b>Yard</b>	<b>Required</b>	<b>Provided</b>
Front (North)	0 feet	235 feet
Side (West)	0 feet	0 feet
Side (East)	0 feet	0 feet
Rear (South)	0 feet	150 feet

**Building design standards** (114-Secs. [735.5](#) & [736](#)): The building on the parcel complies with the requirements of 114.735.5.b.1. The proposed façade changes to the Planet Fitness location will match that of the other exterior mall tenants.

**Off-street parking and loading requirements** (114- [Article XI](#)) Physical fitness center buildings require 4 spaces per 1,000 square feet of gross floor area. The Regency Mall Planned Development has more than 2,000 parking spaces. The available parking is more than adequate to accommodate the requirements for the fitness center and existing tenants. No modifications to the parking lot are proposed.

**Landscaping, screening and yard requirements** ([114- Article V](#): Article VII, Div. 6 [Development Standards](#) & 7 [Fences and Walls](#)): Landscaping is required to be installed and maintained as part of the initial conditional use permit on the property. No changes to the current landscaping are being proposed.

**Sign Regulations** (114-[Article X](#)): Signage is not a part of this request. Any future signage will need to comply with the existing Regency Mall sign standards.

**Outdoor lighting, signs** ([114-Sec. 742](#)): The lighting on the property complies with the requirement that lighting be arranged, shielded and oriented in a manner which does not direct glare onto adjacent properties.

**Rubbish and trash storage** ([114-Article V](#) & [114-740](#)): The submitted plans do not indicate an area for a trash enclosure, however, there is location on the property where the trash is stored and screened from view which meets the requirements of the ordinance.

**Engineering, Utilities and Access:**

**Access** ([114-1151](#)): Vehicular access to the site is provided from multiple driveways off Durand Avenue and Green Bay Road. The plan submitted by the applicant does not contemplate any changes to access.

**Surface drainage** ([114-739](#) & Consult Engineering Dept.): The proposed tenant changes within the building and with the building's façade are 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:** 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, Heritage and Design 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 amendment is not expected to be detrimental or a danger to the public health or general welfare of the area. This amendment contemplates updating the façade of the existing physical fitness center on property.

- 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 amendment will not be injurious to the use and enjoyment of other properties in the area. The proposed project is believed to be an enhancement to the façade and the overall aesthetics of the site and will help and improve the overall look of the development.

- 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 proposed amendment is not expected to impede orderly development of surrounding properties. The update to the façade as proposed by the applicant will enhance the entrance to the fitness center and is in line with the other exterior mall tenant entrances. The fitness center has been operating at this location for six years. There are no changes being proposed to the operation details.

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

Staff Comments: The plan submitted by applicant does not contemplate changing any utility connections, access or drainage on the site. Utilities and access to the site are adequate for the demand and the ability to serve the area will not be hindered as a result of the façade upgrade.

- 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 to the access to the site. The ingress and egress from the site will mainly occur from Durand Avenue and S. Green Bay Road.

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

Staff Comments: The Comprehensive Plan calls for a land use pattern which strengthens the character and livability of the City’s downtown core, commercial and industrial areas. This business encourages physical well-being and provides an opportunity for an appropriate mix of uses in this area. Enhancing the aesthetics of the fitness center façade will also help further the goals and objectives of the Comprehensive 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.**

Staff Comments: It is expected that this development will operate in accordance with the applicable regulations for this zone district. No exceptions are needed with the request.

## **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.

**STAFF RECOMMENDATION:** THAT BASED ON THE FINDINGS OF FACT IN THIS REPORT, THE REQUEST FROM ERICA YU OF CHIPMAN DESIGN ARCHITECTURE REPRESENTING PLANET FITNESS FOR A MINOR AMENDMENT TO THE EXISTING TENANT SPACE AT 5748 DURAND AVENUE, BE APPROVED, SUBJECT TO THE FOLLOWING CONDITIONS:

- a) That the plans presented to the Planning, Heritage, and Design Commission on June 29, 2022 be approved subject to the conditions contained herein.
- b) That all codes and ordinances are complied with and required permits acquired.
- c) That final signage details be submitted for review and approval by the Department of City Development prior to the issuance of a sign permit.

- d) That there be no LED string lights be used as accent lighting.
- e) That no minor changes be made from the conditions of this permit without approval of the Planning, Heritage and Design Commission, and no major changes be made from the conditions of this permit without the approval of the Common Council.
- f) That this conditional use permit is subject to review of the Planning, Heritage, and Design Commission for compliance with the listed conditions.

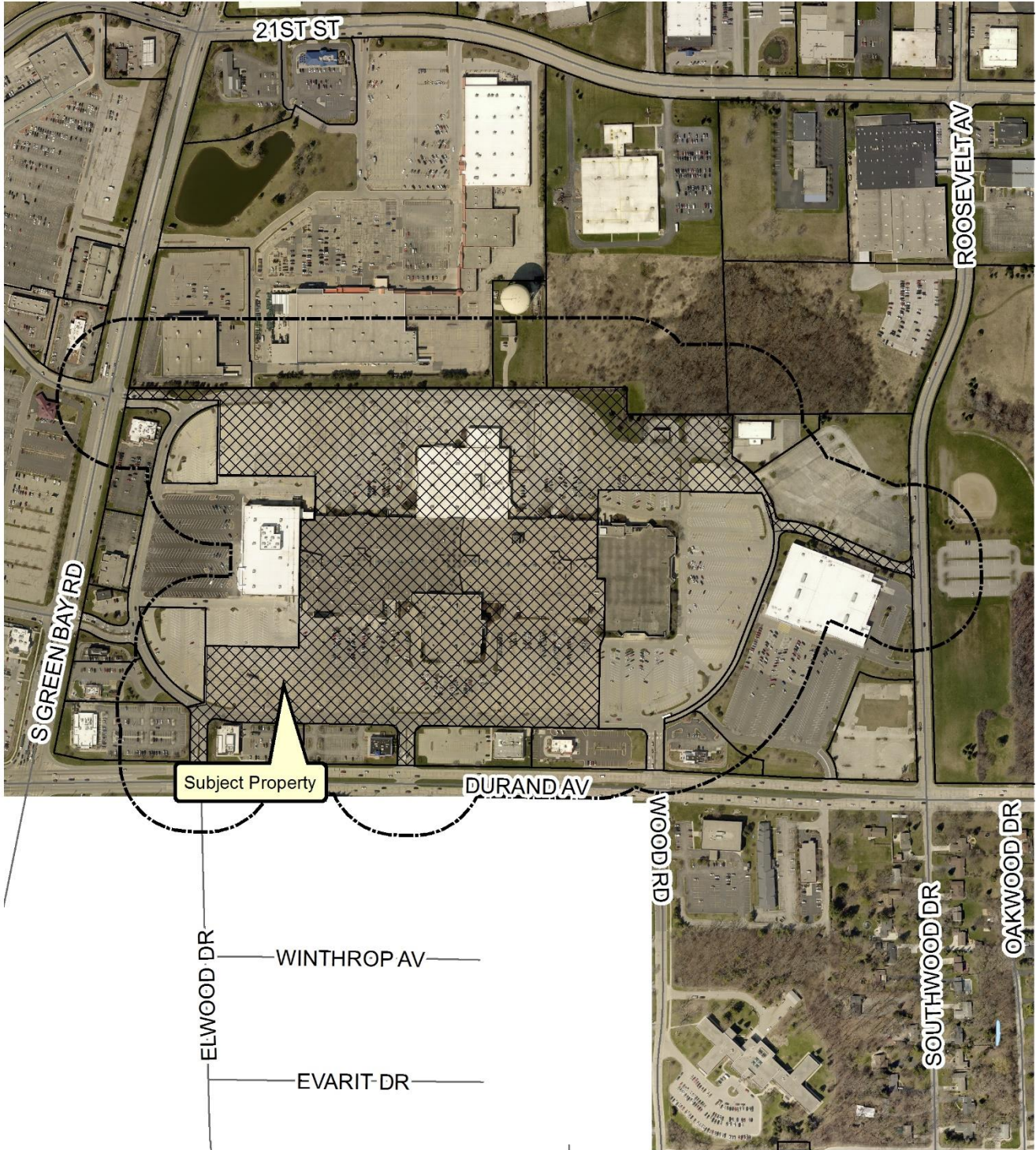
## **ATTACHMENTS:**

- 1) Aerial Photo indicating the subject property;
- 2) Zoning Map indicating the subject property;
- 3) Land Use Map from Comprehensive Plan, indicating the subject property;
- 4) Site photos of the property and general area; and
- 5) Submittal documents (view in Legistar).



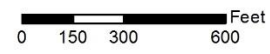


# Conditional Use Request - 5502 Durand Avenue



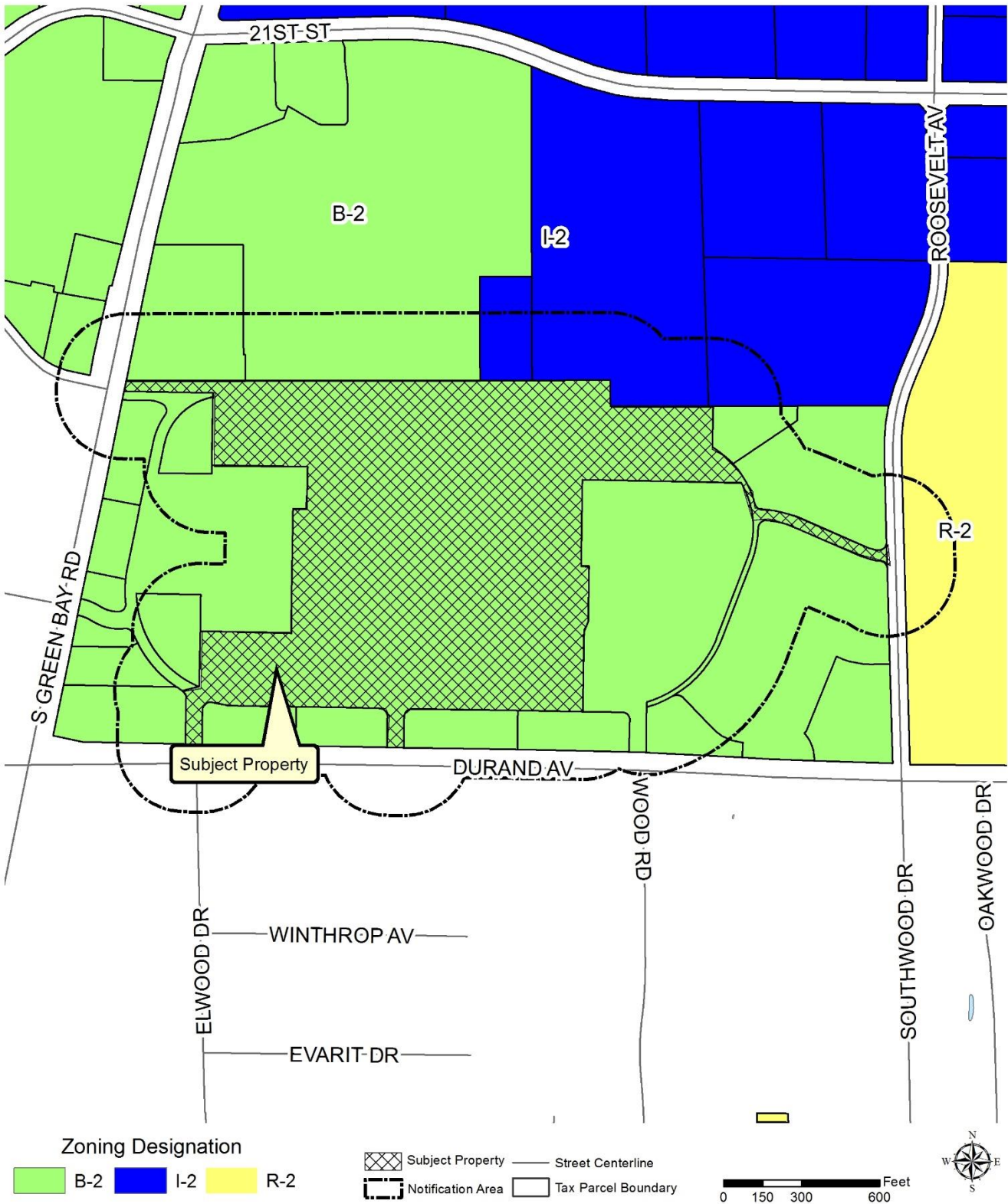
Subject Property

- Subject Property
- Notification Area
- Street Centerline
- Tax Parcel Boundary



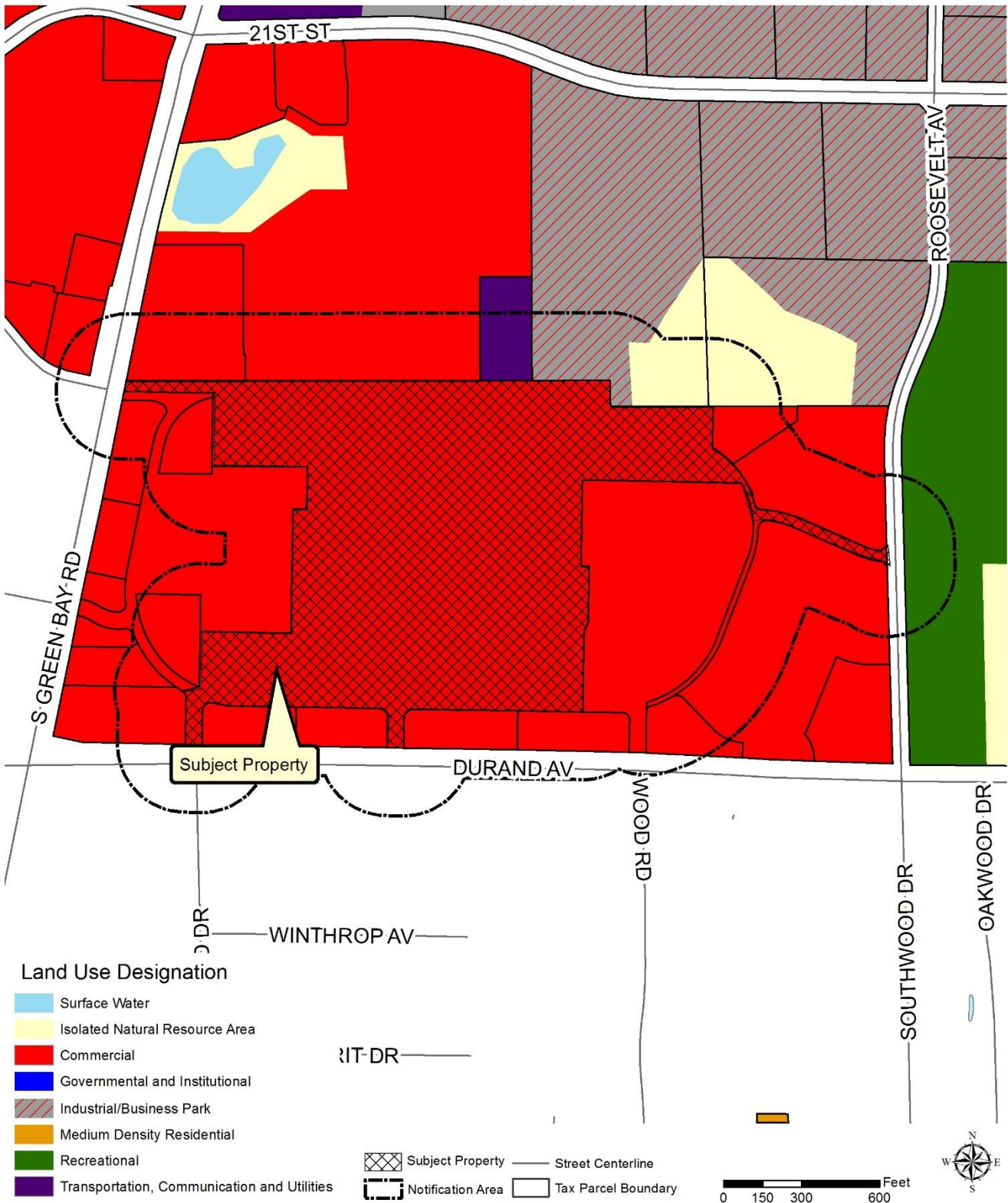


# Conditional Use Request - 5502 Durand Avenue





# Conditional Use Request - 5502 Durand Avenue



## Site Photos



Looking north at subject property



Looking east from subject property



Looking south from subject property