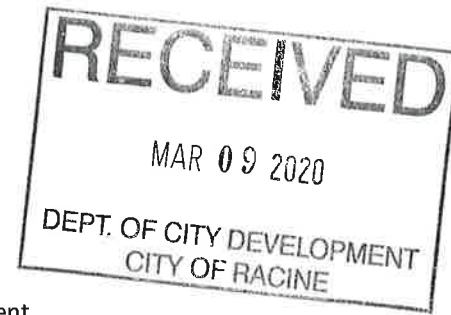




March 6, 2020

Matthew G. Sadowski, Planning Manager  
Division of Planning, City of Racine Department of City Development  
730 Washington Avenue  
Room 102  
Racine, WI 53403



Re: **Target Store (T-0152) Remodel, Racine WI – Application for Conditional Use Permit Amendment**

Dear Mr. Matthew G. Sadowski,

Kimley-Horn is submitting an application for an amendment to the existing Conditional Use Permit (CUP) on behalf of Target Corporation for the Target store located at 5300 Durand Ave in Racine, WI. The CUP amendment application is for minor changes to signage and façade on the existing storefront and is detailed below.

Target is proposing to refresh the Racine store with signage and façade improvements as part of a national effort to refresh the Target brand to a more contemporary appearance. Currently, there is one sign above the front entrance (south elevation) and a second sign on the northwest corner of the west elevation, both the Target Bulls-Eye sign and lettering.

Target proposes to refresh the exterior of this store with signage and façade updates. The proposed signage on the front elevation of the building replaces the existing Target bulls-eye and lettering with a new white 10' Bulls-eye (78.5 SF) sign on the left side of the entrance and a second white "Order Pickup" (25 SF) sign on the right. On the west elevation, the existing sign will be replaced with another red 8' Target bulls-eye sign with updated lettering to reflect brand changes (237.3 SF). Target is also proposing to add EIFS to the front elevation of the store with a new 12' by 62' red panel (a total 744 SF) underneath the new signs.

The proposed signage totals 340.7 SF for the entire building, which exceeds the allowable 300 SF determined by city code Sec. 114-1078. - Signs permitted in the B2 district. However, this total is only slightly larger than the existing signage on the building, consisting of the two Target bulls-eye signs and lettering (a combined 326.54 SF) and remains at an appropriate size and scale for a building with such a large linear footprint. The proposed EIFS is allowed by city code Sec. 114-735.5(b) as it is 8' above grade.

The signage and façade proposed is in line with the overall intent of the existing Target business. The new "order pickup" sign in particular will be added to enhance Target's omnichannel approach to sales and to help customers identify the entry point for collecting merchandise ordered online. The requested variation will not be injurious to public health, safety, or welfare. The signs coupled with exterior improvements will further continue to enhance the aesthetics of the shopping area, which ultimately benefits the community.

Thank you for your consideration on this application for final development plan and we look forward to your decision. If you have any more questions or require any additional information, please feel free to contact me

at 651-643-0408 or [amy.henry@kimley-horn.com](mailto:amy.henry@kimley-horn.com), or my colleague Rebeccah Roberts at 612-503-8528 or [rebeccah.roberts@kimley-horn.com](mailto:rebeccah.roberts@kimley-horn.com).

Regards,

A handwritten signature in blue ink that reads "Amy Henry". The signature is written in a cursive, flowing style.

Amy Henry, CFM  
Kimley-Horn and Associates, Inc.

Cc: Rebeccah Roberts, Kimley-Horn and Associates, Inc.



**CITY OF RACINE**

**General Application Form**

Department of City Development  
730 Washington Ave., Rm. 102  
Racine, WI 53403  
Phone: 262-636-9151  
Fax: 262-635-5347

**Type of Reviews**

- 2035 Comprehensive Plan Amendment (\$0 Fee)
- Administrative Review (\$0 Fee)
- Certified Survey Map (\$170 + \$50 per lot)
- Conditional Use Permits (\$695 Fee)
- Design Review (\$0 Fee)
- Research Request (\$0 Fee)
- Rezoning (\$830 Fee)

APPLICANT NAME: Eames Gilmore, Target Corporation  
 ADDRESS: STREET: 50 S 10th Street CITY: Minneapolis STATE: MN ZIP: 55403  
 TELEPHONE: 612-761-1585 CELL PHONE: \_\_\_\_\_  
 EMAIL: eames.gilmore@target.com

AGENT NAME (IF APPLICABLE): Amy Henry, Kimley-Horn and Associates, Inc.  
 ADDRESS: STREET 767 Eustis Street, Suite 100 CITY: Saint Paul STATE: MN ZIP: 55114  
 TELEPHONE: 651-643-0408 CELL PHONE: \_\_\_\_\_  
 EMAIL: amy.henry@kimley-horn.com

PROPERTY ADDRESS (ES): 5300 Durand Ave, Racine, WI 53406-5056  
 CURRENT ZONING: B-2 Community Shopping  
 CURRENT/MOST RECENT PROPERTY USE: Retail business  
 PROPOSED USE: No change  
 PROPOSED ZONING (only if applicable): N/A  
 LEGAL DESCRIPTION AND TAXKEY (only required for CSM, Rezoning and Comprehensive Plan Amendments): \_\_\_\_\_  
N/A  
 CURRENT COMPREHENSIVE PLAN DESIGNATION: (only for comp plan amendments) N/A  
 PROPOSED COMPREHENSIVE PLAN DESIGNATION: (only for comp plan amendments) N/A

Are you the owner of the property included in the area of the requested zoning?  
 Yes     No     Option to Purchase     Lease

\*NOTE: The owner of the property (if different than the applicant) must sign this application.

**OWNER & APPLICANT AUTHORIZATION**

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. I agree that if this request is approved, it is issued on the representations made in this submittal, and any approval or subsequently issued building permit(s) or other type of permit(s) may be revoked without notice if there is a breach of representation or conditions of approval. The applicant/owner by their signature understands and agrees that they are responsible for the completion of all on-site and off-site improvements as shown and approved on the final plan:

Owner (s) Signature: \_\_\_\_\_ Date \_\_\_\_\_

Print Name: \_\_\_\_\_

Applicant (s) Signature:  Date 3/6/2020

Print Name: Eames Gilmore



## CITY OF RACINE

### Conditional Use Permit Checklist

Department of City Development  
730 Washington Ave., Rm. 102  
Racine, WI 53403  
Phone: 262-636-9151  
Fax: 262-635-5347

#### Applicant

- General Development Application Form
- SITE PLAN(S)

- **MUST BE DRAWN TO AN ENGINEER OR ARCHITECT SCALE AND PROVIDE THE FOLLOWING INFORMATION**  
(Unless otherwise noted, provide 3 copies of the Site Plan. If full-scale architectural plans are submitted, one copy of the plans shall be no larger than 11"x17". The reduced copy does not need to be to scale. NOTE: Submit 8 sets for Planned Developments). **Complete, scaled and legible plans are required. If you are unable to provide this information addressing all the requirements below, you may wish to contact an architect to assist you in creating your documents for submittal.**

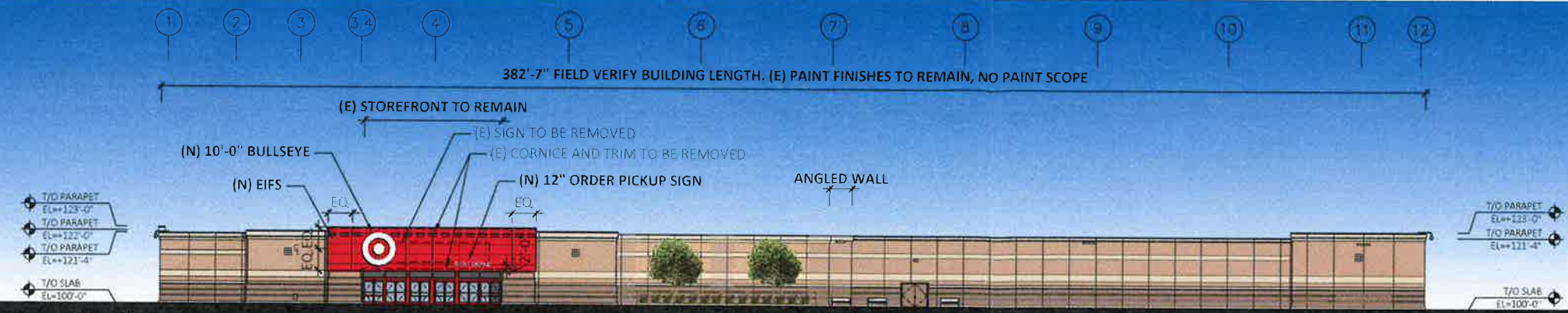
#### Plans Should Include

- Lot Information**
  - Clearly identify the lot(s) being requested for Conditional Use. Include accurate lot dimensions, and the location of the lot in relation to adjacent streets, curbs, and surrounding lots. Provide a North arrow, and note the scale used (i.e.: 1"-20').
- Structure Location**
  - Location of all structures on the lot. All structures shall be drawn and dimensioned. Show the distance of the structures from property lines, as well as the distance from other buildings on the lot.
- Ingress/Egress**
  - Show the access drives, and their widths, into the site. Also show any recorded ingress/egress or other easements (check with the Register of Deeds for this information). Show location and width of all easements within the site and at the property line/s.
- Parking Lot**
  - Show all on-site parking areas with stall sizes. Legal stall size is 9' wide by 19' deep. Indicate the width of all drive aisles accessing the parking. Show the curb line, wheel stops, any loading areas on the building/site, and location of handicapped spaces.
- Trash/Utility Areas**
  - Show the location of trash or utility areas and how they will be, or are, screened (i.e.: fencing with slats, wood fencing, landscaping, etc.). Trash bins/dumpsters require 6' opaque screening with closing gates.
- Fencing/Walls**
  - Show the location and height of all existing and proposed fencing or walls and what materials they are/will be made of. Show any outdoor patio areas, even if located below a canopy.
- Outdoor Lighting**
  - Show all existing and proposed outdoor lighting located on the building and on the site itself. Provide the height of the lights by measuring from grade to the top of the fixture. Identify the type of fixture and angle/direction of the light beam. If an under-lit canopy is requested, a photometric plan prepared by a licensed company is required with the submittal.
- Landscaping**
  - Provide a landscaping plan showing all existing and proposed landscaping. Indicate the plant species, sizes (caliper or gallon), and location of plantings on the site plan. Indicate and identify if existing landscaping is proposed to be altered. Species to be non-invasive, salt tolerant and drought resistant.

- Surface Details**
  - Indicate the surface detail of all outdoor areas (i.e.: grass, gravel, asphalt, concrete, pavers, etc.).
- Sewer/Water**
  - Show the location of all sewer, water and storm sewer lines (only for new construction or project where there is an increase in impervious surface).
- Signage**
  - Provide proposed signage information for the project. (Note: This is required if signage is the reason for the conditional use. If not, signage may be approved separately from the Conditional Use review unless otherwise indicated by Staff).
- Drainage/Grading**
  - Show on-site surface water drainage and grading, and building and ground elevations (new construction only).
- FLOOR PLANS & ELEVATION DRAWINGS TO SCALE:** (Unless otherwise noted, provide 3 copies, One of the three copies shall be no larger than 11"x17". The reduced copy does not need to be to scale. (NOTE: Submit 8 sets for Planned Developments): **If you are unable to provide this information addressing all the requirements below, you may wish to contact an architect to assist you in creating your plans.**
- Scaled Floor Plans**
  - Provide an 'as-built' copy, and a 'proposed build out' copy if any changes to the internal layout are requested. Scaled dimensions of all interior areas shall be provided. These areas may include office spaces, general work areas, storage areas, waiting rooms, repair areas, bathrooms, garage areas, kitchen areas, etc.
- Architecture**
  - Provide detail of existing architectural treatments on the entire building exterior. If remodeling, repairing, or new construction work is part of this proposal, also provide information on proposed colors, materials, and extra features such as awnings, canopies, porticos, etc. Identify what materials the building will be constructed of (i.e.: masonry, brick, etc.). Indicate any proposed changes to the materials (including the roof).
- OTHER INFORMATION**
- Written Description**
  - Provide a DETAILED, WRITTEN description of the proposed business. Provide information about the type of business, machinery involved, type of product produced and/or services being provided, noise issues, parking data, etc. Additional information may be requested throughout the review process.
- Deliveries**
  - Discuss anticipated truck traffic and size of trucks, as well as frequency of deliveries and pick-ups.
- Maintenance Plan**
  - Provide a site maintenance plan, indicating who will be responsible for things such as grass cutting, garbage and litter removal, enforcement of parking standards, clearing of snow, daily site up-keep, etc. If these duties will be contracted out, include a copy of the contractor's proposal or agreement.
- Indicate any plans for future expansion, if applicable**
- Review Fee**
  - **A non-refundable review fee of \$695.00, payable by cash or check, made out to the City of Racine shall be submitted with the complete submittal+. If this request is being made in conjunction with a rezoning request, the combined fee is \$1,120.00.**

I certify that all items checked above have been provided. I understand that not providing all of this information may result in an incomplete application and delay the consideration of my project for approval.

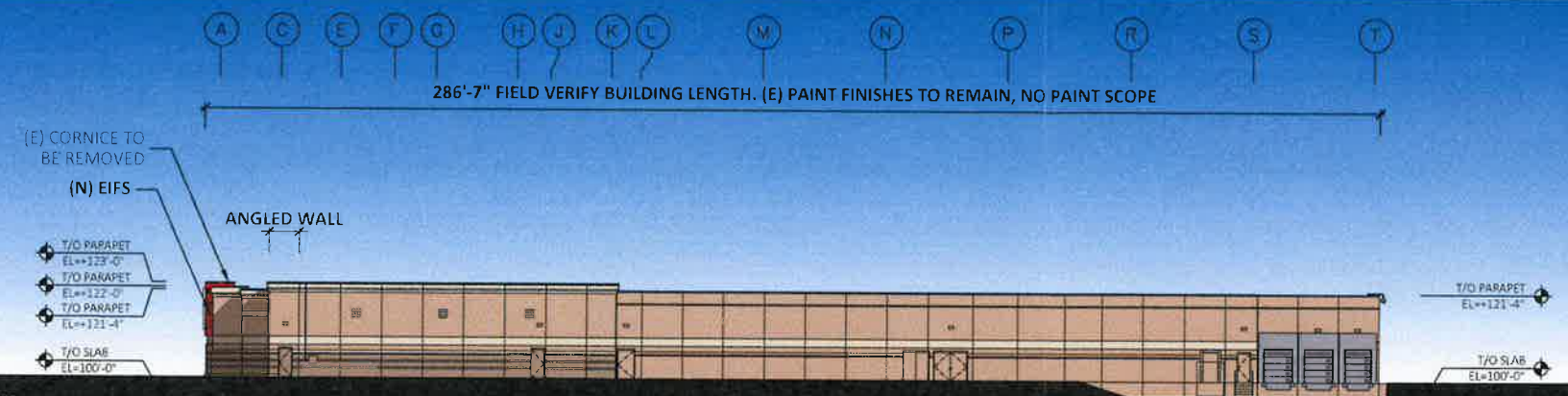
SIGNATURE: \_\_\_\_\_  \_\_\_\_\_ DATE: 3/6/2020



Front Elevation

**EXTERIOR MATERIAL FINISH KEY:**

	EIFS 3'X8'
	(E) PAINT FINISH "TERRA COTTA"
	(E) PAINT FINISH "BROWN"
	(E) PAINT FINISH "BEIGE ACCENT BAND"



Right Elevation



Left Elevation



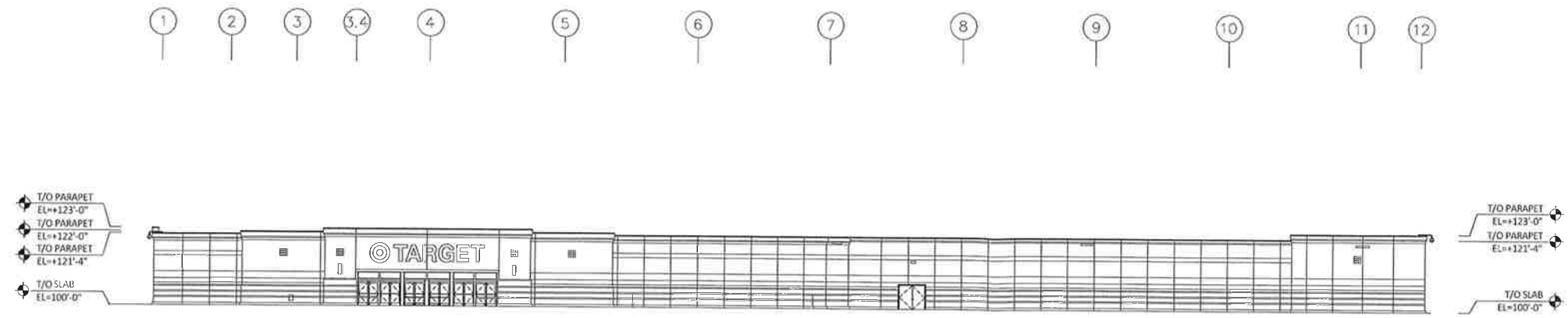
Rear Elevation

**NOTES:**

1. ALL BENCHES TO BE REPLACED
2. ENTRY SCONCES TO BE REMOVED
3. SIGN LOCATIONS ARE APPROXIMATE, SEE SIGN PACKAGE FOR EXACT LOCATIONS.

# T-0152 Racine, WI: Exterior Elevation Refresh

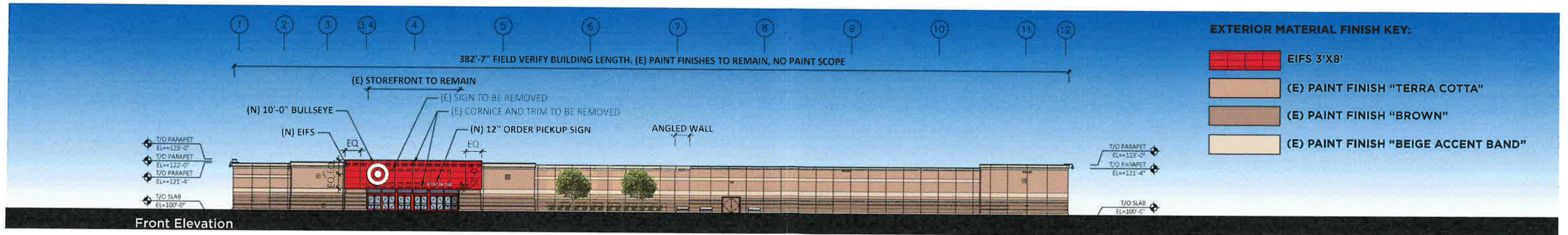
Proposed Elevations  
February 25, 2020



Existing Front Elevation



Street View



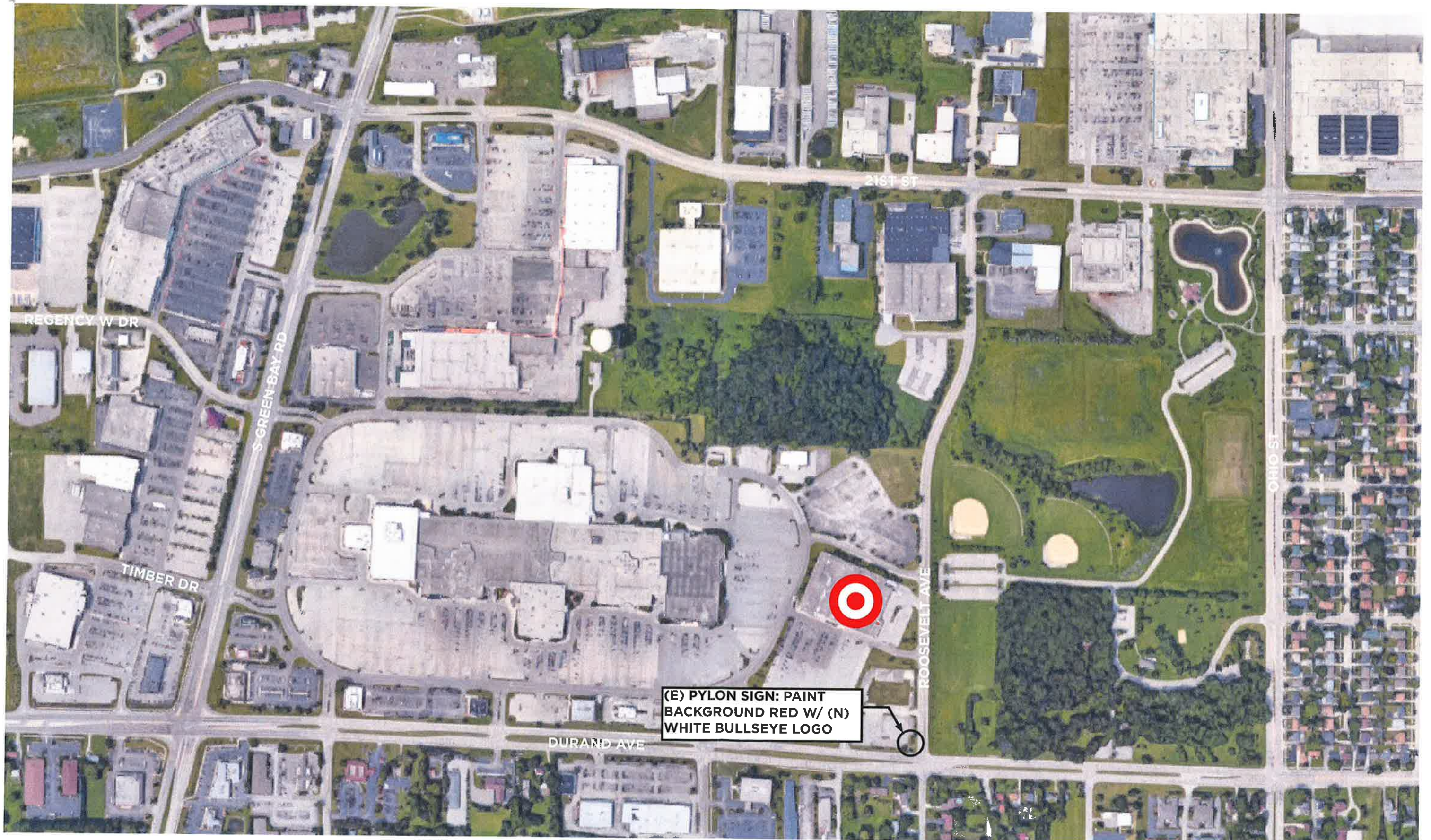
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- EIFS 3'X8'
- (E) PAINT FINISH "TERRA COTTA"
- (E) PAINT FINISH "BROWN"
- (E) PAINT FINISH "BEIGE ACCENT BAND"

Front Elevation

T-0152 Racine, WI: Exterior Elevation Refresh

Proposed Front Elevation  
February 25, 2020



T-0152 Racine, WI: Exterior Elevation Refresh

Site Plan  
February 25, 2020