



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

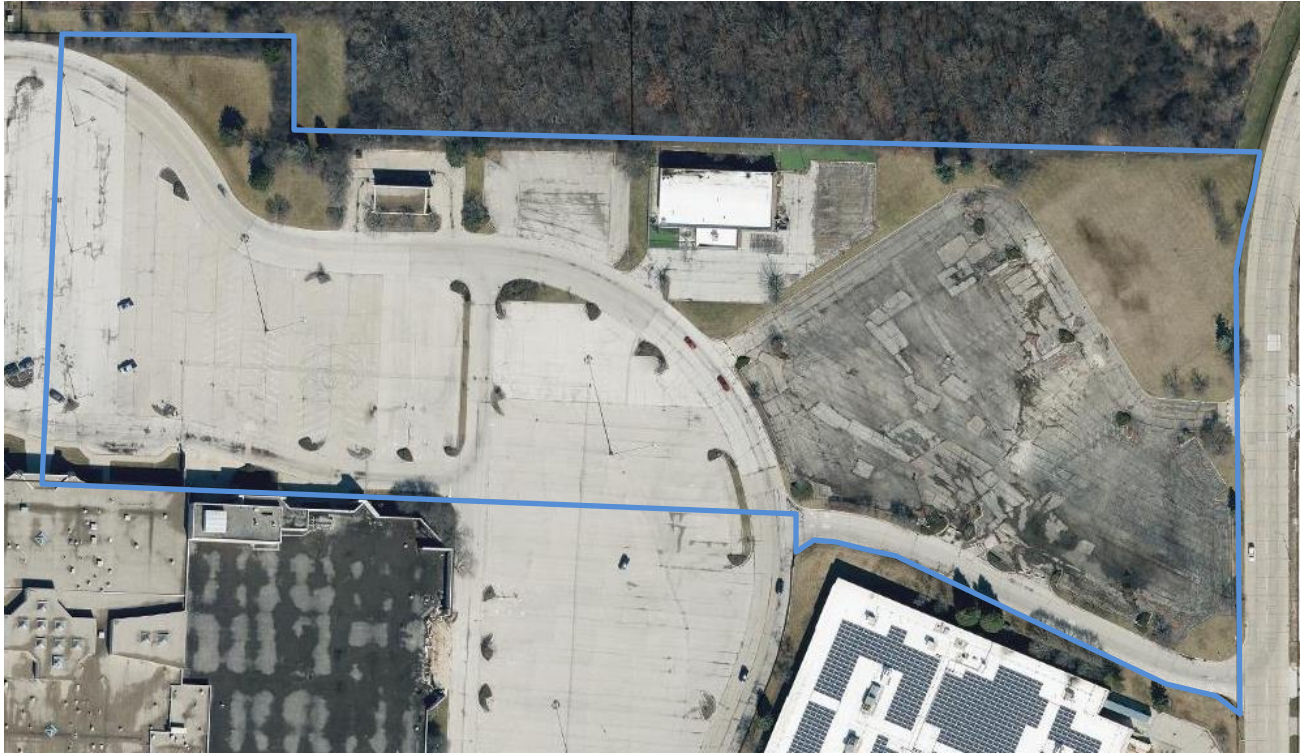
Location: 5326 Durand Avenue

Applicant: Racine Pritchard, LLC represented by Hull Property Group, LLC

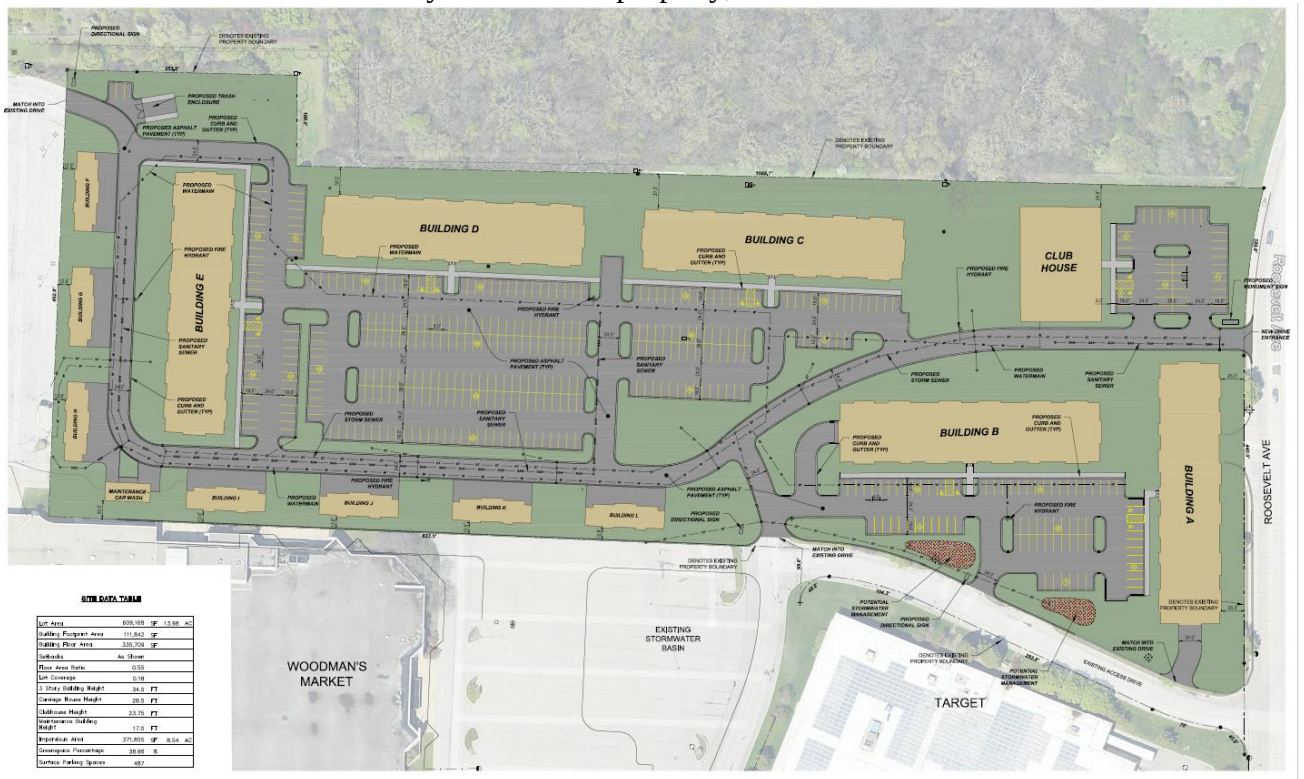
Property Owner: Racine Mall, LLC

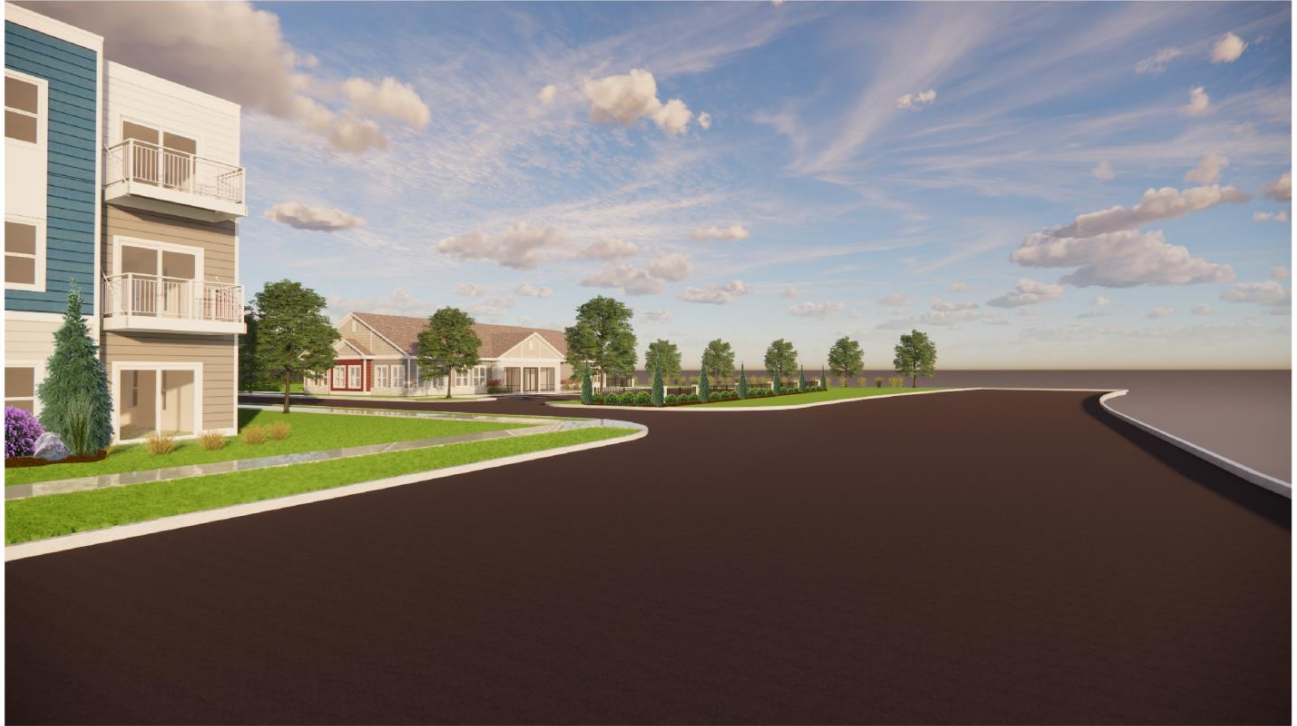
Request: Consideration of a major amendment to a conditional use permit of the planned development of Regency Mall to add a new use to add a multi-family development as allowed in Section [114-177](#) of the Municipal Code.

BACKGROUND AND SUMMARY: The request is to change uses and utilities in the Planned Development to facilitate a multi-family development. The development would have five 3 story apartment buildings two of which will have underground parking and seven 2 story carriage houses. There will also be a club house building, maintenance building with car wash area, surface parking, trash collection enclosure, and open space that will include a dog park. There are proposed to be 266 units total.



Birdseye view of the property, indicated in blue.





**PROPOSED PRITCHARD APARTMENTS
MULTI-FAMILY DEVELOPMENT
RACINE, WISCONSIN**

**CLUBHOUSE/ENTRANCE DESIGN
SCHEME A-2 ENTRANCE PERSPECTIVE 2**

A2.0
3/14/25



**PROPOSED PRITCHARD APARTMENTS
MULTI-FAMILY DEVELOPMENT
RACINE, WISCONSIN**

**MASTER PLAN
SCHEME A-2 CLUBHOUSE PERSPECTIVE 2**

A6.0
3/14/25



**PROPOSED PRITCHARD APARTMENTS
MULTI-FAMILY DEVELOPMENT
RACINE, WISCONSIN**

MASTER PLAN

SCHEME A-2 BUILDING B1 PERSPECTIVE 1 A7.0
3/14/25



**PROPOSED PRITCHARD APARTMENTS
MULTI-FAMILY DEVELOPMENT
RACINE, WISCONSIN**

MASTER PLAN

SCHEME A-2 BUILDING B2 PERSPECTIVE A9.0
3/14/25



**PROPOSED PRITCHARD APARTMENTS
MULTI-FAMILY DEVELOPMENT
RACINE, WISCONSIN**

**CLUBHOUSE/ENTRANCE DESIGN
SCHEME A-2 ROOSEVELT PERSPECTIVE 1**

**A1.0
3/14/25**



**PROPOSED PRITCHARD APARTMENTS
MULTI-FAMILY DEVELOPMENT
RACINE, WISCONSIN**

**MASTER PLAN
SCHEME A-2 BUILDING B3 PERSPECTIVE**

**A10.0
3/14/25**



**PROPOSED PRITCHARD APARTMENTS
MULTI-FAMILY DEVELOPMENT
RACINE, WISCONSIN**

**MASTER PLAN
SCHEME A-2 CARRIAGE HOUSES
PERSPECTIVE 2**

**A12.0
3/14/25**



**PROPOSED PRITCHARD APARTMENTS
MULTI-FAMILY DEVELOPMENT
RACINE, WISCONSIN**

**MASTER PLAN
SCHEME A-2 CARRIAGE HOUSES
PERSPECTIVE 1**

**A11.0
3/14/25**

GENERAL INFORMATION

Parcel Number: 23876056

Property Size: 609,168 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: Vacant

Surrounding Zoning and Land Uses:

North	I-2 General Industrial	Industrial
East	R-2 Single Family Residence	Park
South	B-2 Community Shopping	Target
West	B-2 Community Shopping	Woodman's/Mall

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	609,168 square feet
Lot Frontage	30 feet	626.6 feet
Floor Area Ratio	4.0 maximum	.55
Units per Square Foot*	2,400	

* For units per square foot in a planned development the code looks at the whole development takes out space used for commercial uses and roads, but leaves in open space.

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 (East)	0 feet	25 feet
Side (North)	0 feet	25 feet
Side (South)	0 feet	12.8 feet
Rear (West)	0 feet	14.8 feet

* As a part of a planned Development and as a multi-unit development the required setbacks are allowed to be shifted to allow for improved site design. The numbers in the table are the minimums found among **all buildings**. Since these buildings are abutting other uses in the planned development these setbacks meet the intent of the code.

Building design standards (114-Secs. [735.5](#) & [736](#)): The proposed building meets the requirements that it meet the spirit and intent of the standards for single-family and two-family residential structures.

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		N/A*	15 feet	
Total	300 sq. ft.			

* There is a proposed monument sign to be installed on Roosevelt Avenue the size and design has not been submitted yet and would need to be reviewed by staff before being permitted.

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

Use Type	Required	Provided
Residences*	0	
Total	0	486

* The Regency Mall Planned Development has eliminated parking requirements, however in a normal case this development would require 399 spaces. The proposed number of parking exceeds what would have been required outside of a Planned Development.

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](#)): A photometric plan has not been submitted yet and would need to be submitted for review to insure compliance with the ordinance. This could either be before the submittal of the final plan or as a condition of approval for staff to review before permits are pulled.

Rubbish and trash storage (114-[Article V](#) & [114-740](#)): A trash enclosure is planned on the site to be interior and in the Northwest of the site. It does meet the design requirements of the code.

Engineering, Utilities and Access:

Access (114-[1151](#)): There is plenty of access either off of Roosevelt Avenue or as a part of the interconnected roads of the mall development.

Surface drainage (114-[739](#) & Consult Engineering Dept.): All changes to impervious surface will be reviewed and approved by the engineering staff for approval before building permits can be issued

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: No exceptions are 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 multi-family development will be one piece of a larger more intensive development that includes the remaining mall building, Woodman's grocery store, numerous large-scale stores and a number of smaller commercial spaces in the out lots. This development will make overall a mixed-use development and will be complementary by having people close by to be patrons of the commercial spaces. This will also be advantageous to the potential residents as they will have numerous commercial opportunities within walking distance. For these reasons the proposal would 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 will be complimentary to the property of the immediate vicinity not injurious. The commercial properties that make up the commercial part of the planned development will have a built-in nearby customer base that can bolster the customers they already get from outside 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 parcel where this proposed development will take place has been mostly vacant since the movie theatre closed many years ago. Except for a small commercial space whose most recent use was a dog day care. This development combined with the ongoing Woodman's Development should revitalize the site and offer more opportunity for orderly development and improvement of the surrounding properties.

- 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 is an ingress and egress point directly off of Roosevelt Avenue, but the development can also be accessed off of the combined access points of the development on S Green Bay Rd and Durand Avenue.

- 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 RACINE PRITCHARD, LLC REPRESENTED BY HULL PROPERTY GROUP, LCC SEEKING A MAJOR AMENDMENT TO A CONDITIONAL USE PERMIT TO AMEND THE REGENCY MALL PLANNED DEVELOPMENT TO ALLOW FOR A NEW TYPE OF USE FOR A MULTI-FAMILY RESIDENTIAL DEVELOPMENT 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 xxx be addressed.
- d) That sign plans be reviewed by city staff before sign permits are pulled.
- e) That a photometric plan be provided before building permits are issued.
- f) 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.
- g) 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).

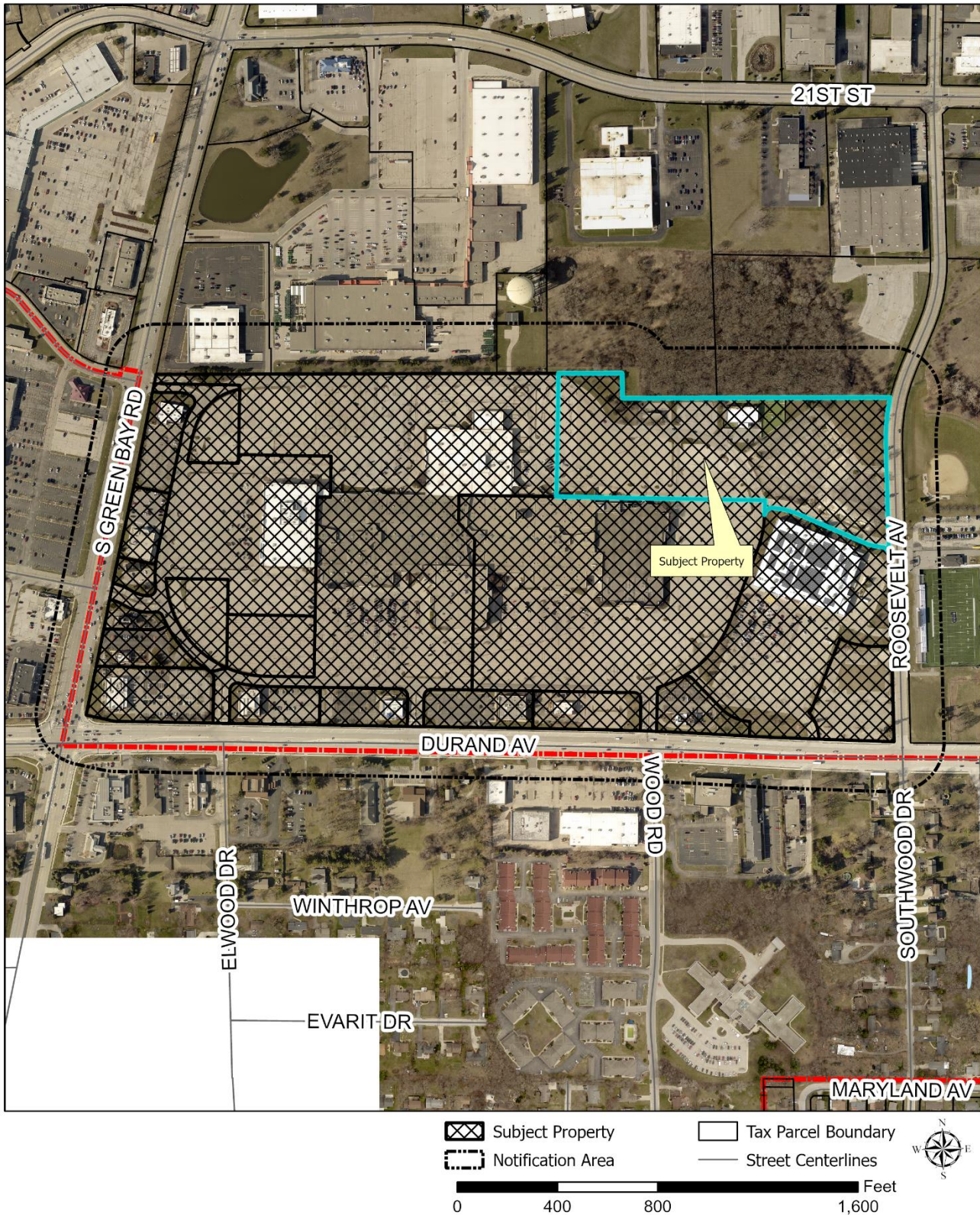


PUD Major Amendment - 5326 Durand Avenue



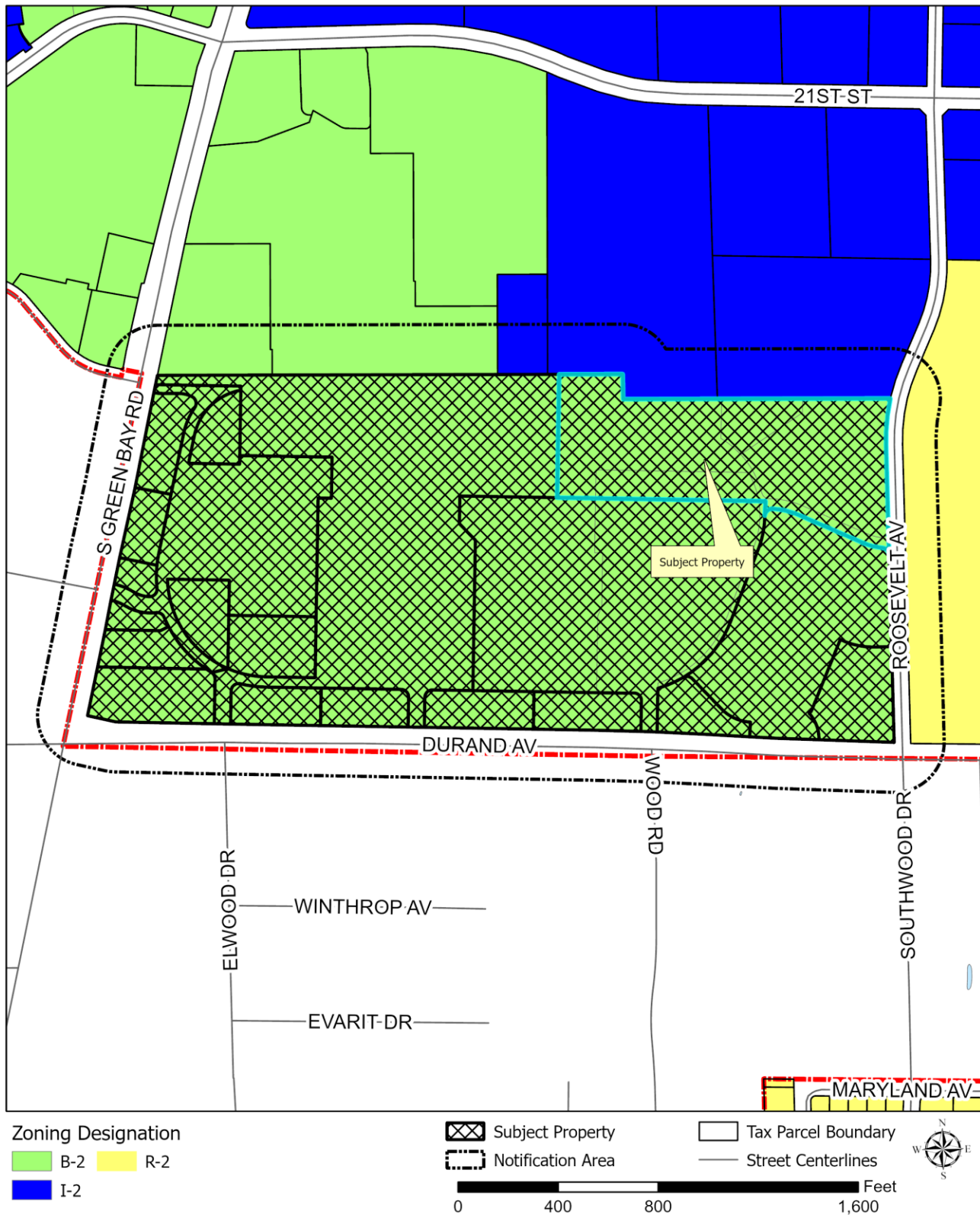


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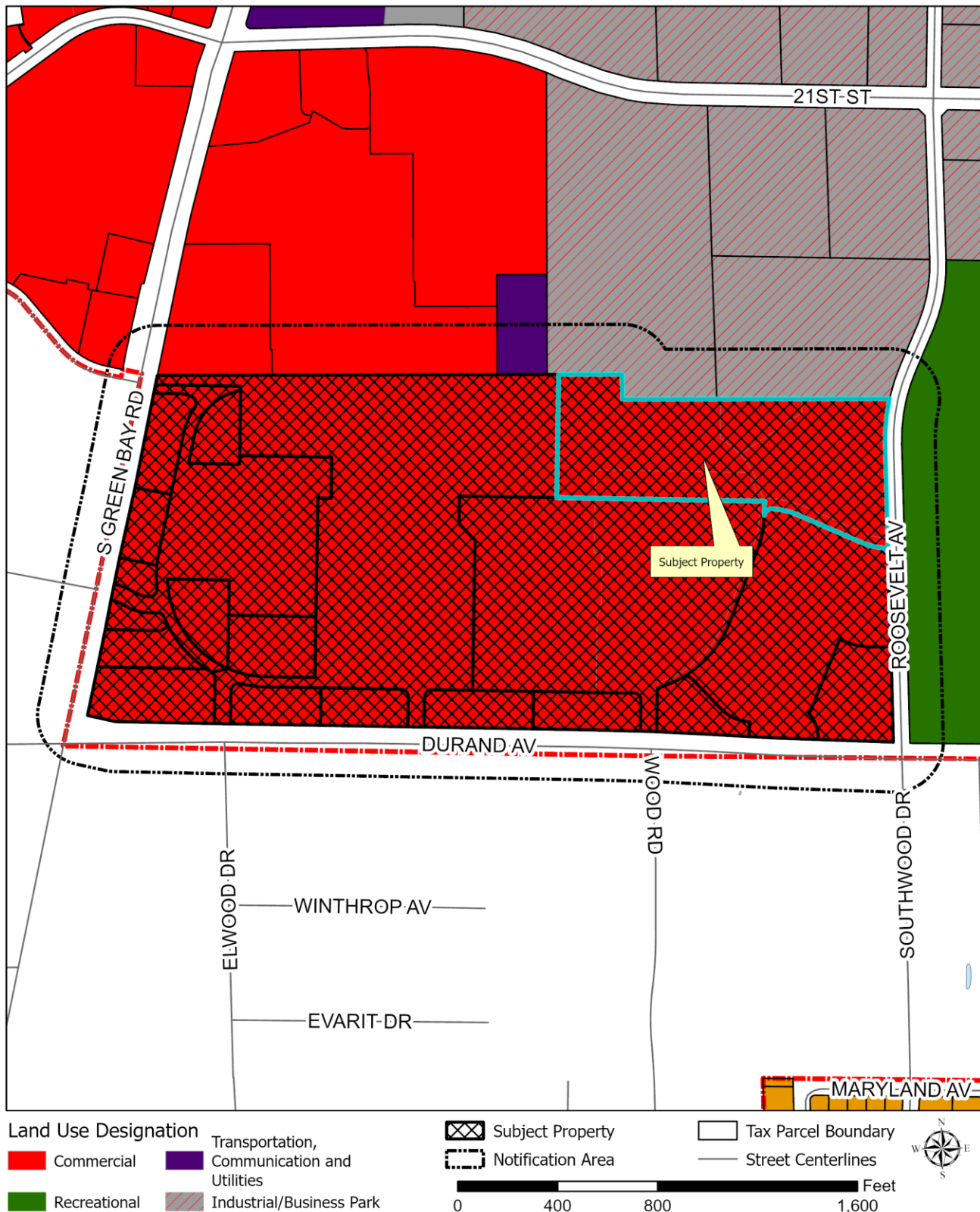


PUD Major Amendment - 5326 Durand Avenue





PUD Major Amendment - 5326 Durand Avenue



Site Photos



Looking west at subject property



Looking Northeast at subject property



Looking South west at subject property



Looking Northeast from center of subject property



Looking northwest from center of subject property



Looking North at subject property