



CITY OF RACINE

APPLICATION FOR CONDITIONAL USE

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

NOTE: Incomplete or illegible submittals will not be scheduled for Plan Commission or Common Council Consideration.

PLEASE CLEARLY PRINT ALL INFORMATION REQUESTED BELOW. IF NOT APPLICABLE, INDICATE WITH A "N/A" IN THE BLANK:

APPLICANT NAME: Kathryn Nor
ADDRESS: STREET 6118 113th Ave. **CITY:** Kenosha **STATE:** WI **ZIP:** 53142
EMAIL ADDRESS: Kate.nor@yahoo.com
TELEPHONE: _____ **CELL PHONE:** 262-939-6477 **FAX:** _____

AGENT NAME: N/A
ADDRESS: STREET _____ **CITY:** _____ **STATE:** _____ **ZIP:** _____
EMAIL ADDRESS: _____
TELEPHONE: _____ **CELL PHONE:** _____ **FAX:** _____

ADDRESS OF PROPOSED CONDITIONAL USE: 3801 Blue River Ave. Racine, WI 53405
CURRENT / MOST RECENT PROPERTY USE: Garage
PROPOSED USE: Salon/spa
NUMBER OF LEGAL, ON-SITE PARKING SPACES: 15
NUMBER OF DWELLING UNITS: _____
SQUARE FEET OF BUILDING (PER FLOOR): 12,000
SQUARE FEET TO BE USED FOR CONDITIONAL USE (PER FLOOR): 4700

NUMBER OF EMPLOYEES: FULL-TIME 1-2 **PART-TIME:** _____
PROPOSED HOURS/DAYS OF OPERATION: M-S 10-7
ITEMS AVAILABLE TO CUSTOMERS BEYOND HOURS OF OPERATION (IE: ATM, VACUUM, FUEL PUMP, ETC.) _____

PLEASE CHECK THE APPROPRIATE BOX REGARDING YOUR INTEREST IN THE PROPERTY:
OWNER _____ **OPTION TO PURCHASE** _____ **LEASE** **LAND CONTRACT** _____ **OTHER** _____

OWNER & APPLICANT AUTHORIZATION

If you currently are not the owner of the property for which the Conditional Use is requested, the owner/s must also sign this form, or provide a separate written, dated, and signed statement that authorizes the applicant to process the request.

Applicant: Date: 08/08/20 **Signature:** [Signature]
Print Name: Kathryn Nor
Property Owner's Consent: Date: 08/10/20 **Signature:** [Signature]
Print Name: Edward Trebleau

****Please submit this application and submittal requirements together with a non-refundable fee of \$695.00. If request is submitted with a rezoning request, the combined non-refundable fee is \$1,120.00.**

(Go to Page 2 for Submittal Requirements)...



CONDITIONAL USE

SUBMITTAL REQUIREMENTS

The following information shall be submitted with all Conditional Use requests, unless otherwise noted or advised by Staff. **Failure to submit all information as required will deem the application incomplete and result in delays for review and scheduling for Public meetings.**

If your project is a Planned Unit Development, or Mini Planned Unit Development, in addition to the requirements listed below provide all information as requested in Chapter 114, Division 3, and Sections 114-171 – through 114-188 of the Municipal Code.

NOTE: Applicants are to provide hard copies of all requested material with their submittal.

- A. **PHOTOS.** Provide actual color photos OF the building (or site, if no building present) of the N, S, E, and W elevations, as well as photos taken showing views FROM the building to the N, S, E, and W (8 total minimum). The pictures are to be labeled indicating what direction/view the photo represents. You may submit scanned copies via email in addition to actual photos. Staff may request additional angles or new photos if they are not clear and if deemed necessary during the review process.
- B. **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.**
1. 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').
 2. 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.
 3. 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.
 4. 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.
 5. 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 front gates.
 6. 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.
 7. 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 lighting company is required with the submittal.
 8. 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 an identify if existing landscaping is proposed to be removed or replaced.
 9. Indicate the surface detail of all outdoor areas (i.e.: grass, gravel, asphalt, concrete, pavers, etc.).
 10. 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).
 11. 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).
 12. Show on-site surface water drainage and grading, and building and ground elevations (new construction only).

(Submittal Requirements continued on Page 3)...

- b. Consider the request and make findings and recommendations.
- c. Transmit their recommendation via Committee Report to the Common Council.
- d. For minor amendments, transmit to the applicant a letter summarizing the action of the Plan Commission.

5. The Common Council shall:

- a. For new conditional use permits and major amendments to conditional use permits, the Common Council considers the CPC report at a regular council meeting (normally held on the 1st and 3rd Tuesday of each month).
 - 1. If the recommendation of the CPC is to deny the request and this recommendation is approved by the Common Council, the item is considered "dead" (not approved).
 - 2. If the recommendation of the CPC is to approve the request and this recommendation is approved by the Common Council, a resolution to approve the proposal is introduced. If the resolution is approved, the Conditional Use is granted unless vetoed by the mayor.
- b. Following action of the Common Council, a letter summarizing the action will be mailed to the applicant by the Department of City Development.

6. After approval of the resolution by the Common Council, the property/business must comply with all conditions of approval for the use to be legal. Compliance with conditions must occur within twelve (12) months from the date of approval, unless otherwise specified in the conditions.

NOTE: Applicants may be advised of the hearing schedule, however, please note the dates are preliminary until completeness of the application is verified. INCOMPLETE OR ILLEGIBLE APPLICATIONS WILL NOT BE SCHEDULED FOR HEARING DATES BY CITY DEVELOPMENT.

FOR OFFICE USE

APPLICATION TYPE:

NEW REQUEST _____ MAJOR AMENDMENT _____ MINOR AMENDMENT _____ ENFORCEMENT ACTION _____

ADMINISTRATIVE REVIEW: _____ SIGN / BILLBOARD REQUEST: _____

DATE RECEIVED BY CITY DEVELOPMENT / PLANNER ASSIGNMENT:

APPLICATION COMPLETE UPON SUBMITTAL? Y / N If no, briefly describe deficiencies and action to applicant:

FEE (\$695) PAID? Y / N RECEIPT NO.: _____

CURRENT PROPERTY ZONING: _____ IN AN OVERLAY ZONE? IF YES, NAME: _____

LOT SIZE: _____

OTHER / NOTES:

C. **FLOOR PLANS & ELEVATION DRAWINGS. DRAWN TO SCALE:** (Unless otherwise noted, provide 3 copies of the Floor Plan. 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 documents for submittal.**

1. 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.
2. Show all entrances/exits, loading docks, and overhead doors (existing and proposed).
3. 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).

D. **OTHER INFORMATION**

1. 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. Provide as much detail about the business as possible. Additional information may be requested throughout the review process.
2. Discuss anticipated truck traffic and size of trucks, as well as frequency of deliveries and pick-ups.
3. 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.
4. Indicate any plans for future expansion, if applicable.
5. **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.

CONDITIONAL USE REQUEST – REVIEW PROCESS

CITY OF RACINE

1. The applicant is **STRONGLY** encouraged to discuss their proposal with City Development Staff prior to a formal submittal. Contact 262-636-9151 to set up an appointment for a pre-application meeting.
2. Upon completion of the application and all requirements, the application is submitted to the Department of City Development at 730 Washington Avenue, Room 102. Submittals will be accepted no later than 14 days prior to the desired meeting date. The application will not be scheduled for the next meeting if turned in late. If upon review by Staff the application submission is deemed incomplete or inaccurate, the request will not be scheduled for a hearing or meeting until all requirements have been met. Submittal requirements are on pages 2 & 3 of this form.
3. **City Development Staff shall:**
 - a. Review the application for completeness. If complete, the item will be scheduled for a Public Hearing to be held before the City Plan Commission (**CPC**). The CPC generally meets the 2nd and last Wednesdays of each month at 4:15 p.m.
 - b. Notify all property owners within 200' of the site requested for the Conditional Use, as well as the Alderperson for the district where the property is located.
 - c. Prepare a planning report for the Public Hearing on the request.
 - d. During this time, requests may be made by Staff for additional information to adequately and accurately assess the Conditional Use.
4. **City Plan Commission shall:**
 - a. Hold the Public Hearing on the request.

PROPOSAL AND MARKETING PLAN

Brooke Hesse & Kate Nor

The Complete Experience



3801 Blue Rive Ave.
Racine, WI 53406

Phone: 262-939-6477
Email: kate.nor@yahoo.com

The Complete Experience

THE CUTTING EDGE

TCE is a well-known name in Racine, Wisconsin for over 20 years. We are quality when it comes to all our services. Our Brand is still in the beginning stages; however, we have seen exponential growth in our online presence. We plan to make TCE a well-known brand/experience in the Southeast Wisconsin area.

As of now, we have eleven employees including myself and are still growing. Six out of eleven are members of our ten-year club. All members get extra benefits and freedom within our business. Anyone in the industry know how high turnover rate can be. We have extremely loyal staff, that share the same values and goals. We ensure a solid salon culture expectation with all the staff. Within this meeting, we outline our vision, expectations, and goals. We take great pride in our culture and brand, and continuously work with staff to maintain this vision. Our team's initial benefits include a 401k, educational fund, systems training and team building skills, which is provided to staff both to ensure they are engaged and thus retained. We also provide seasonal parties, events with ten-year club members, and birthday celebrations. Within our new business we'd like to take this a step further and offer treatment to all staff at the wellness center soon.

Over the last four years, our average sales increase has been 5.6%. The overall biggest plan is to expand our brand to the hospitals within our region, including the new Aurora Healthcare Hospital in Racine, which will be opening in 2022. Our plan is to have TCE supported by local physicians and other medical professionals. My partner Kate Nor, has been in her industry for twenty-five years, having over fifteen years in management, as well as 100% employee satisfaction at her company. Her title is Chief Executive Officer she is looking to apply all her skills, experience, and connections to our future company.

THE COMPLETE EXPERIENCE

The Complete Experience is taking The Cutting Edge to the next level of services. The Complete Experience will offer a yoga studio, massage therapy, chiropractic services, as well as a complete salon services.

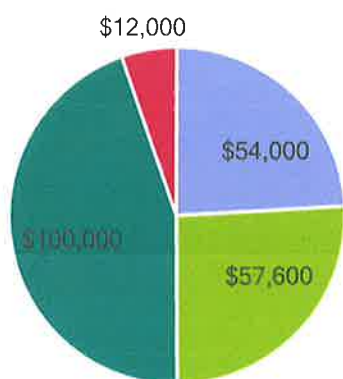
The Complete Experience will have the following income:

- 5 chairs at \$900.00/month (\$54,000/year)
- 8 rooms at \$600.00/month (\$57,600/year)
- Retail estimate \$8,300/month (\$ 99,600/year)
- Yoga studio at \$1,000.00/month (\$12,000/year)

The Complete Experience will have the following expenses:

- Remodel \$100,000 paid over five years (-\$20,000)
- Rent \$3,000/month (-\$36,000)
- Utilities \$1,000/month (-\$12,000)
- Salaries \$2,400/month (-\$28,800)
- Miscellaneous expenses \$2,000/month (-\$24,000)

Income \$223,600/yr

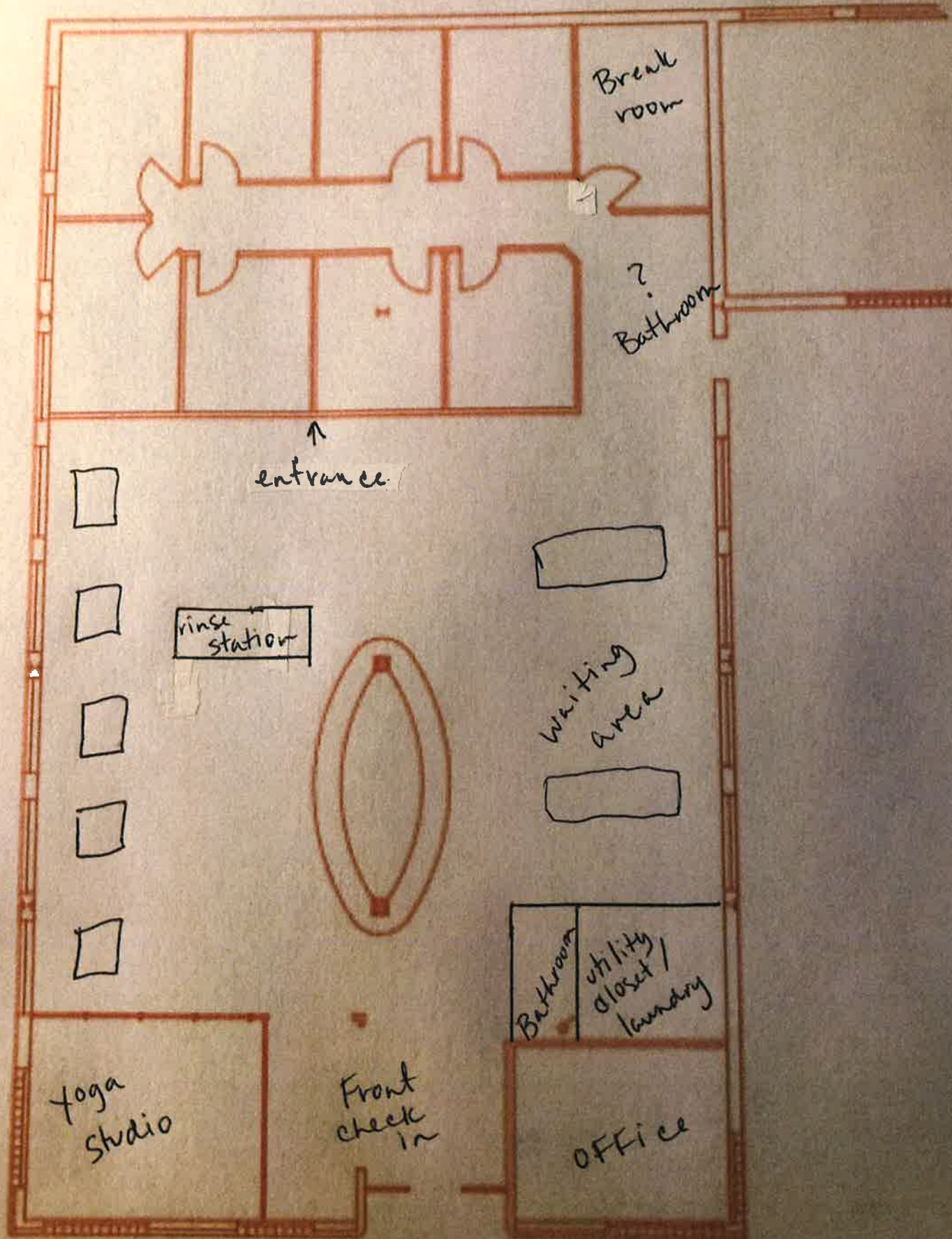


■ 9 Chairs ■ 8 rooms ■ Retail ■ Yoga Studio

Expenses \$120,800/yr



■ Remodel ■ Rent ■ Utilities ■ Misc. ■ Salaries



Break room

? Bathroom

↑
entrance

rinse station

waiting area

yoga studio

Front check in

Bathroom

utility closet / laundry

OFFICE