



CITY OF RACINE DEPARTMENT OF CITY DEVELOPMENT STAFF REPORT

Meeting Date: 5/8/2019

To: Mayor and Plan Commission Members

From: City Development Department, Division of Planning and Redevelopment

Division Manager: Matt Sadowski – (262) 636-9152 matthew.sadowski@cityofracine.org

Case Manager: Matt Sadowski

Location: 3402 Douglas Avenue, located just north of Taco Bell.

Applicant: Brenda Johnson

Property Owner: BMP Realty Inc.

Request: Consideration of conditional use permit to operate fitness center as allowed by Sec. 114-468 (14) of the Municipal Code, in an existing building addressed at 3402 Douglas Avenue. The property is located in a B-2 Community Shopping Zone District. The proposed use is a fitness center with coffee and juice bar

BACKGROUND AND SUMMARY: The application contemplates having the fitness studio of approximately 1,730 square feet in the portion of the building closest to Douglas Avenue. The fitness studio offers classes through monthly membership to participate, a flat fee to drop in, or a set amount of classes for a fee. The coffee and juice bar, restrooms and office would occupy the rear portion of the building. Ten parking spaces are provided on-site and zoning ordinance requires 8 spaces for the fitness studio. The existing bridal shop will utilize the remaining two parking spaces as it requires minimal parking, being a by-appointment business.

The Zoning Ordinance classifies this proposed fitness studio, as permissible in the B-2 Community Shopping Zone District upon the issuance of a conditional use permit (114-468(14)).

The following description is taken directly from the applicants submittal:

Urban Fitness Studio LLC, herein UFS, located at 3402 Douglas Avenue, is a niche market fitness studio providing a variety of group format fitness classes to its members. UFS is owned and operated by Brenda Johnson of Racine, Wisconsin, who has instructed a wide variety of group format fitness classes for twelve years. UFS will also provide healthy snacks, fresh-pressed juices, smoothies, and coffees that will be available for purchase via an in-house “coffee shop”.

Members of UFS can sign up for a monthly membership to participate in these classes, “drop-in” on a class for a flat fee or pay for ten classes for a set discounted price. All pricing and class information will be viewable from our social media accounts, website, and the Schedulicity app. Schedulicity will allow members of UFS to sign up for available classes in advance to guarantee their spot in each class. The app also allows UFS to capture each member email to send them confirmation for their purchase and/or enrollment in each class.

UFS will offer the following group format fitness classes:

- *Urban Ride*: a high-energy spin class using both upper and lower body muscles
- *Urban Booty*: a targeted, intense lower-body workout
- *Urban Step*: a high-energy step class using a step board and pre-choreographed routines
- *Urban Blast*: a targeted, intense lower-body and core workout
- *LES MILLS Body Pump*: a total body workout using light to moderate weights with scientifically proven moves and techniques to achieve results
- *LES MILLS Body Flow*: a yoga-based class that involves elements of Tai Chi and Pilates
- *LES MILLS Body Combat*: a high energy martial art inspired workout (all non-contact)
- *WERQ*: a pre-choreographed cardio dance workout

The LES MILLS programs offered stem from an international brand, which is present in over 100 countries around the world. UFS and its instructors are licensed by LES MILLS to provide these highly effective and sought after group fitness classes. The Urban-branded group fitness classes are all choreographed/designed by Brenda Johnson.

The machinery that will be utilized at UFS includes: stationary spin bikes, barbells with weights, handheld weights, step boards, and yoga mats. Many of the workouts solely use body weight and mechanics to complete and, therefore, a wide space of the studio is open to accommodate all classes. Machinery involved with an in-house coffee shop will include the following commercial appliances: coffee maker, juicer, blender, and refrigeration.

GENERAL INFORMATION

Parcel Number: [21220002](#)

Property Size: 12,200 square feet +/-

Comprehensive Plan Map Designation: Mixed Use – Commercial

Consistency with Adopted Plans:

The [Racine Comprehensive Plan](#) states that:

- Promote a spatial distribution of the various land uses which will result in a convenient and compatible arrangement of land uses.
- Promote redevelopment and infill in areas with existing infrastructure and services, enhancing existing residential, commercial, and industrial areas.
- Provide for the preservation, development, and redevelopment of a variety of suitable industrial and commercial sites both in terms of physical characteristics and location

Corridor or Special Design District?: Douglas Avenue Corridor

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: Formerly vacant commercial tenant (former painting contractor) with storage space in the rear.

Surrounding Zoning and Land Uses:

North	B-2 Community Shopping	Restaurant
East	B-1 Neighborhood Convenience	Office, Dwelling, Retail
South	B-2 Community Shopping	Restaurant (Taco Bell)
West	B-2 Community Shopping	Industrial (railroad, packaging plant)

ANALYSIS:

Development Standards:

Density ([114-Article V](#): Article VII, Div. 5 [Bulk Regulations](#) & 8 [Lots](#)):

Standard	Required	Provided
Lot Area	No minimum	12,200 sq. ft. +/-
Lot Frontage	30 feet	65.74 ft.
Floor Area Ratio	4.0 maximum	0.4

Setbacks ([114-Article V](#): Article VII, Div. 6 [Development Standards](#)):

Yard	Required	Provided
Front	0 feet	22 feet
Side	0 feet	3 feet
Side (south)	0 feet	18 feet
Rear	0 feet	58 feet

Building design standards (114-Secs. [735.5](#) & [736](#)): The existing building on the parcel complies with the construction materials requirements of 114.735.5.b.1, however some general maintenance does need to occur to the structure in the form of painting.

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

Use Type	Required	Provided
Fitness Studio	8	8
Bridal Shop	2	2
Total	10 spaces	10 spaces

The current condition of the parking surfaces is poor and as such, the lot should be repaired then sealed and striped.

A building of this size and the present and proposed use does not require a dedicated loading zone.

Landscaping, screening and yard requirements ([114-Article V](#): Article VII, Div. 6 [Development Standards](#) & 7 [Fences and Walls](#)): Yards and landscaping are not required by the zoning ordinance, nor would the installation or creation of yards be possible on this lot, given the configuration of the existing building. There may be the opportunity for a decorative planter as supplied by the Douglas Avenue Business Improvement District.

Sign Regulations (114-[Article X](#)): The site is allowed 130 square feet of signage. No plans were submitted with this application for signage. Any change in signage would have to be approved by the Department of City Development and would go through review through the Douglas Avenue

Access Corridor prior to installation. The exiting sign structure should be removed in favor of a more modern display.

Outdoor lighting, signs ([114-Sec. 742](#)): A detailed lighting plan was not included with the applicant. Any exterior lighting needs to comply with this section regardless of plan submittal. Any changes to exterior lights (including new fixtures) requires review and approval, by the Department of City Development prior to installation.

Rubbish and trash storage ([114-Article V](#) & [114-740](#)): All rubbish and trash will need to be stored indoors and brought out on collection day. Storing trash canisters and other rubbish inside is allowed by the ordinance as it meets the requirements that all trash and containers be screened from public view.

Engineering, Utilities and Access:

Access ([114-1151](#)): The vehicular access is from Douglas Avenue or an access easement along the western portion of the property. The site plan submitted by the applicant does not contemplate any changes in access to the site.

Surface drainage ([114-739](#) & Consult Engineering Dept.): The site plan submitted by the applicant does not contemplate changes which would impact drainage on the 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: No exceptions are required for this proposal.

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:

- 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 and existing uses are not expected to be a detriment to or danger to the general welfare of the area. The uses are generally passive and will not generate much traffic to the site; this is an important distinction as the site is not equipped to handle high volumes of vehicular traffic. The noise generation is expected to be minimal, if at all. The use is complimentary

to others in the general area and fits within the mix of businesses offered in the Douglas Avenue business corridor.

- 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 use of this building space as an exercise establishment is not expected to generate substantial impacts on adjacent establishments. The business will operate within the confines of the existing building and based on the submittal by the applicant, will be contained within the existing space. The required parking spaces are being provided on the lot; given the nature of the operation, it is anticipated this parking will meet the demand of the business. The classes provide structure to the operation and also limits the ability to have a rush of customers on the establishment which could result if the gym was an unsupervised fitness facility.

- 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 addition of this recreation building is anticipated to add to the mix of uses in this corridor. This use is much less intensive in nature than others allowed in the zone district, but as proposed, this use will not impede the normal and orderly development of the area. The use is expected to be an addition to the Douglas Avenue corridor, not a detriment. The mix of uses available on this corridor is vital to both the success of the corridor and the neighborhoods to the east. This mix of neighborhood serving uses is expected to enhance development patterns of the area and the adjacent parcels.

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

Staff Comments: This request is not expected to impact the drainage or provision of utilities to the area. Vehicle access to the site is provided from Douglas Avenue with parking in the rear. The submitted plans do not contemplate changing access to the site and other facilities and utilities serving the property.

- 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 site plan submitted by the applicant does not contemplate any changes in site access to the site. The applicant proposal is for a commercial use which fits within the existing confines of the building and will utilize the existing access to the site. The parking is in the rear and it is not expected that the plans to operate this business will lead to congestion in the streets. The size of the building somewhat limits the amount of people who will be able to utilize the interior space for recreation. The lot has enough space to meet all required parking off-site; being close to

residential development and a bus route, it is expected that some people may walk or take the bus to this establishment.

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

Staff Comments: The land use plan for the City identifies this property as Commercial. This proposed usage is consistent with the objectives of the comprehensive plan and is of a lesser intensity than other uses allowed in this zone district. The business is expected to serve as an amenity to the corridor and will be walkable for those in adjacent businesses and the neighborhoods to the east of the Douglas corridor.

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: With the recommended conditions, 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 and the proposed development should serve as a suitable development and an added business offering to the Douglas Avenue corridor.

POSSIBLE ACTIONS FOR THE PLANNING 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.
5. Defer with a continuance of the public hearing to a date certain.

STAFF SUPPORTS THE APPLICATION FOR THE FOLLOWING REASONS:

- If developed as recommended in the conditions from this report, the site will function as a transitional use from an active business corridor into a more residential area.
- The proposed mixed use development is more of a passive type of use which will not be detrimental to the surrounding development or other land uses if operated in accordance with the recommendations from this report.

STAFF RECOMMENDATION: BASED ON THE FINDINGS OF FACT IN THIS REPORT, THAT THE REQUEST FROM, BRENDA JOHNSON OF URBAN FITNESS STUDIO SEEKING A CONDITIONAL USE PERMIT TO ALLOW A RECREATION BUILDING AT 3402 DOUGLAS AVENUE BE APPROVED, SUBJECT TO THE FOLLOWING CONDITIONS:

- a) That the plans presented to the Plan Commission on May 8, 2019 be approved subject to the conditions contained herein.
- b) That the following development standards be complied with prior to occupancy unless otherwise noted:
 1. Parking lot be sealed and striped as required by Sec. 114-Article XI
 2. The obsolete pole sign structure and obsolete canopy sign structure, advertising a past business on the property, be removed as required by Sec. 114-1029.
 3. A trash enclosure as required by Sec. 114-740 be installed on the property. A chain link fence with privacy slats shall not fulfill this requirement.
 4. Decorative plantings and/or a landscaping grant from the Douglas BID be pursued for the property in accordance with the requirements of Sec. 114-743.
- c) That if, prior to the issuance of an Occupancy Permit, required site improvements listed in b, above have not been or cannot be completed, a financial surety shall be provided to the City. The surety shall be in a format as approved by the City Attorney's office, and subject to all stipulations as identified for financial sureties in the City of Racine. The dollar amount shall be determined at the time of application based upon estimates provided by the applicants for any incomplete work, and shall be valid for no less than one (1) year from the date of issuance. The surety format and content is subject to review and approval by the City Attorney.
- d) That LED string lights not be placed in windows, along the building cornice or around entryways.
- e) That operating hours for the businesses on the property be from 6:00 AM -11:00 PM
- f) That all codes and ordinances are complied with and required permits acquired.
- g) That no minor changes be made from the conditions of this permit without approval of the Plan Commission, and no major changes be made from the conditions of this permit without the approval of the Common Council.
- h) That this conditional use permit is subject to Plan 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 ([click to view](#)).



Conditional Use Request - 3402 Douglas Avenue







Conditional Use Request - 3402 Douglas Avenue



 Subject Property
 Notification Area

 Street Centerline
 Tax Parcel Boundary

0 15 30 60 90 120 Feet





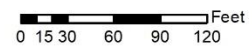
Conditional Use Request - 3402 Douglas Avenue



Zoning Designation

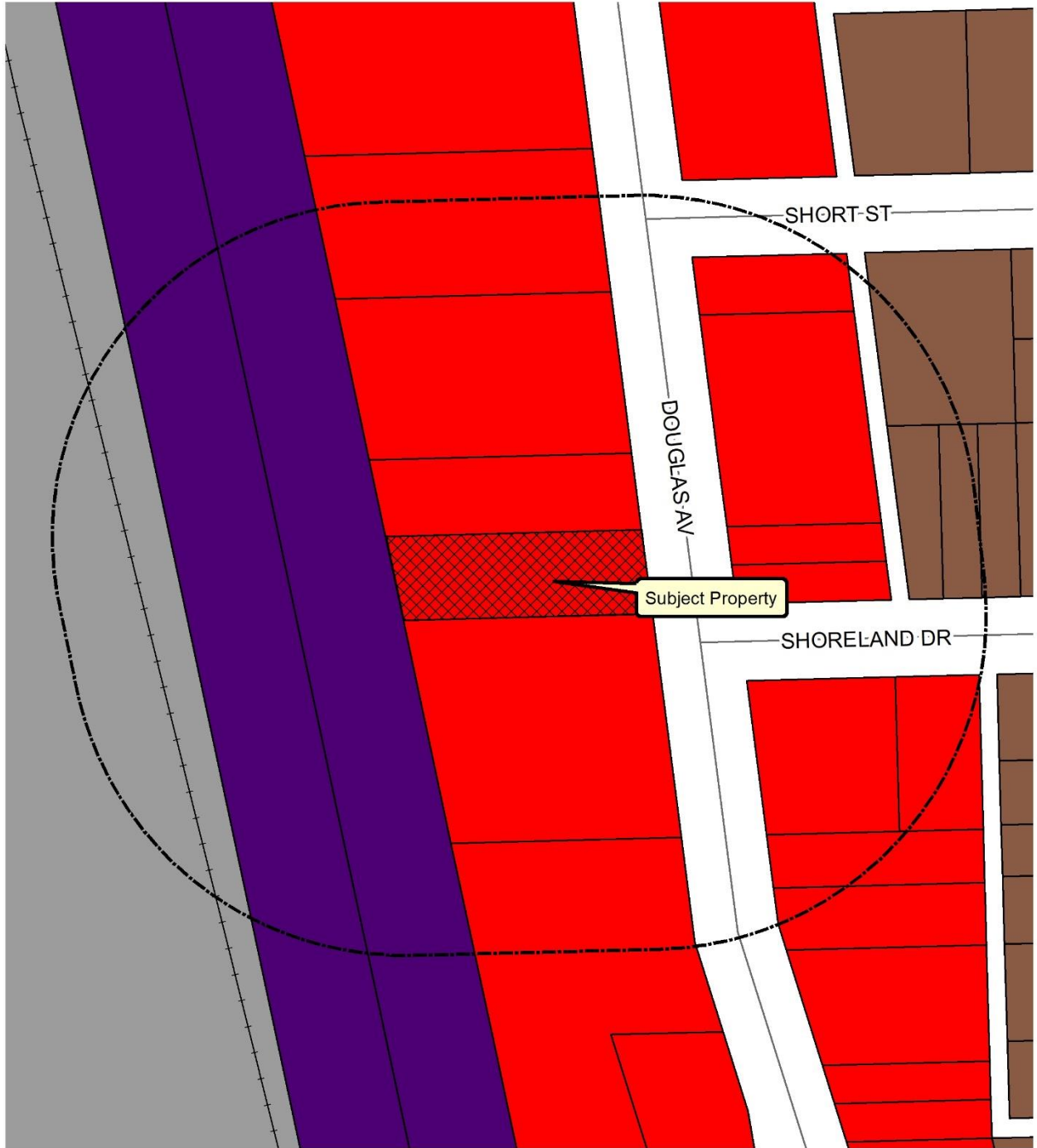
- B-1 (Light Green)
- I-2 (Blue)
- B-2 (Light Green)
- R-3 (Light Blue)

- Subject Property (Cross-hatch pattern)
- Notification Area (Dashed line)
- Street Centerline (Thin solid line)
- Tax Parcel Boundary (Thin solid line)









Conditional Use Request - 3402 Douglas Avenue




Land Use Designation

 High Density Residential	 Commercial
 Industrial	 Transportation, Communication and Utilities

 Subject Property	 Street Centerline
 Notification Area	 Tax Parcel Boundary

0 15 30 60 90 120 Feet



Site Photos



Looking north at property from Douglas Avenue



Looking east across Douglas Avenue



Looking south at property from Douglas Avenue



Looking south down Douglas Avenue



Looking west at rear access drive from Douglas



Looking at rear parking area west of building