



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

**Meeting Date:** 5/9/2018

**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](mailto:matthew.sadowski@cityofracine.org)

**Case Manager:** Jeff Hintz

**Location:** 6000 Durand Avenue, located on the northeast corner of the intersection of Durand Avenue and S. Green Bay Road.

**Applicants:** HMD Group PA Architects and Site Enhancement Services.

**Property Owner:** FCPT RESTAURANT PROPERTIES LLC

**Request:** Consideration of a minor change to a conditional use permit to consider signage changes on the property and the south entrance façade. The subject property is within a Planned Development in a B-2 Community Shopping Zone District. The proposed changes are being reviewed by the Plan Commission as required in section [114-155](#) (b) of the Municipal Code.

**BACKGROUND AND SUMMARY:** The property owner seeks to rebrand the existing restaurant on the property with updated signage and a revised south entrance into the building. The owner is also remodeling the interior of the restaurant, but no changes in operation or floor area of the building.

The proposed changes are determined to be a minor amendment to a conditional use permit, pursuant to section 114-115 of the Municipal Code.

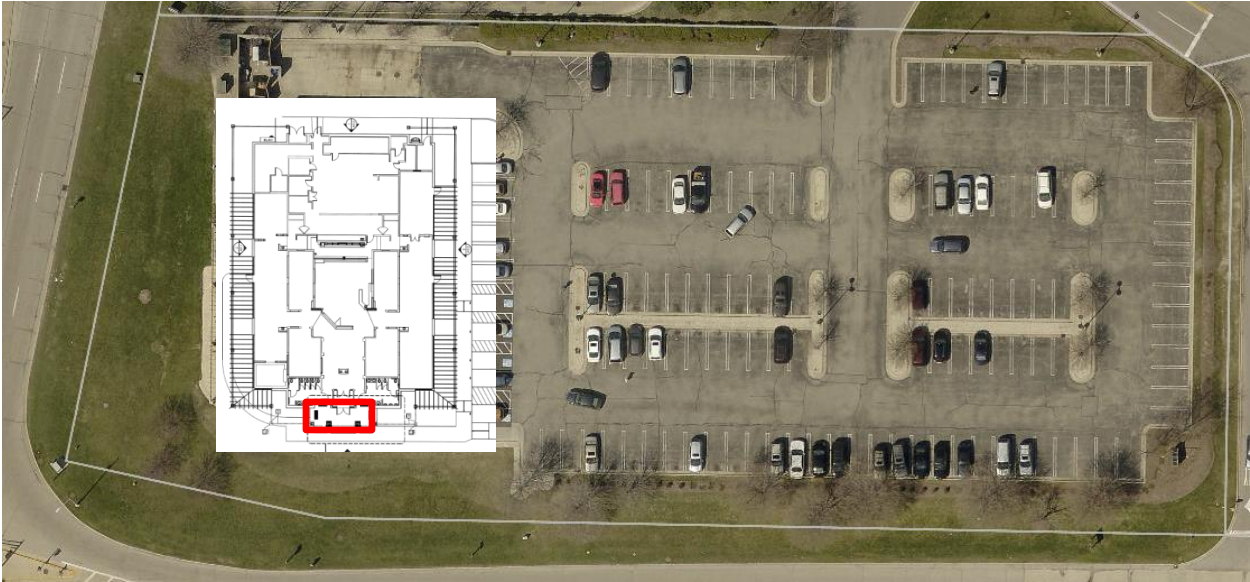


Birdseye view of the property, indicated in red (image from City Pictometry).



Proposed south entrance elevation, submitted by applicant. Extent of change highlighted in green.





Aerial view of the property, extent of new entryway highlighted in red.



Locations of existing and proposed signage.



50 square foot signage to be installed on building at locations B and C.



Proposed 10.5 square foot monument signage for location E.



Proposed 35 square foot monument signage for location D.



Proposed 75 square foot signage for location A (remodeled entryway)

# GENERAL INFORMATION

**Parcel Number:** [23876043](#)

**Property Size:** 2.44 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.
- Promote redevelopment and infill in areas with existing infrastructure and services, enhancing existing residential, commercial, and industrial areas.
- Promote the expansion or stabilization of the current economic base and the creation of a range of employment opportunities.

**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:** Restaurant

**Surrounding Zoning and Land Uses:**

<b>North</b>	B-2 Community Shopping	Fast food establishments
<b>East</b>	B-2 Community Shopping	Sports bar establishment
<b>South</b>	Outside City Limits	Durand Avenue and commercial development
<b>West</b>	Outside City Limits	S. Green Bay Road and commercial development

**Operations:** the Business is open from 11:00 AM to 10:00 PM seven days a week and employs approximately 30 people.

**ANALYSIS:**

Development Standards:

**Density** ([114-Article V](#): Article VII, Div. 5 [Bulk Regulations](#) & 8 [Lots](#)): The changes to the exterior will not have any impact on the density requirements for the property.

Standard	Required	Provided
Lot Area	No minimum	104,544 square feet
Lot Frontage	30 feet	510 feet
Floor Area Ratio	4.0 maximum	.10

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

Yard	Required	Provided
Front	0 feet	40 feet
Side	0 feet	335 feet
Side (west)	0 feet	45 feet
Rear	0 feet	44 feet

**Building design standards** (114-Secs. [735.5](#) & [736](#)): The building on this parcel complies with the requirements of 114.735.5.b.1; the contemplated changes also comply with the requirements of the ordinance.

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

Use Type	Required	Provided
Restaurant	103	130
Total	103	130

A Building of this size requires one loading space. The north end of the property, behind the building, serves as this space.

**Landscaping, screening and yard requirements** ([114- Article V](#): Article VII, Div. 6 [Development Standards](#) & 7 [Fences and Walls](#)): Screening and yards are not required for this use or zone district, given the surrounding zone districts. The applicant has not proposed any changes to the landscaping on the property. The current configuration of the landscaping complies with the requirements of the ordinance.



**Sign Regulations** (114-[Article X](#)): Signage is not a part of this request, but is currently installed on the site. Any future signage would need to follow the sizing requirements outlined below.

<b>Sign Type</b>	<b>Allowable Sq. Ft.</b>	<b>Provided Sq. Ft.</b>
Projecting/Wall	240 square feet	220 square feet
Window signs	50% of window area <sup>^</sup>	N/A
Alleyway Signage	N/A	N/A
Total	300 square feet*	

\*Total size determination would be made based on sizes and types of other signage on the lot. Once 5 or more signs are installed, the total is reduced by 20% with each subsequent sign.

<sup>^</sup>Each building is allowed two (2) window signs under four (4) square feet in total size, which do not count against the total allowable signage.

**Outdoor lighting, signs** ([114-Sec. 742](#)): The lighting on the property conforms to the requirements of this section; the light is not focused onto adjacent properties.

**Rubbish and trash storage** ([114-Article V](#) & [114-740](#)): The trash storage area on the property currently complies with the requirements of this section. The application does not contemplate any changes to the trash storage area.

**Engineering, Utilities and Access:**

**Access** ([114-1151](#)): Vehicular access to the site is provided from a driveway off the mall access road. The site plan submitted by the applicant does not contemplate any changes to access.

**Surface drainage** ([114-739](#) & Consult Engineering Dept.): Remodeling of the building's interior and these minor site changes 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:**

**Additional Planning and Zoning Comments:**

## **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 minor amendment to this conditional use is not anticipated to endanger the public health, safety, morals or general welfare of the community of this area in general. The application to remodel the public entrance and update the signage will not alter the operations or general function of this 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 proposed amendment to the existing conditional use is not anticipated to be detrimental to the use and enjoyment of surrounding properties. The application contemplates updates to signage and an updated public entryway into the facility. These changes are not expected to diminish or impair property values in the area; it is anticipated that these changes will enhance the aesthetics of the general area.

- 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 minor amendments to the site contemplated by the applicant are not anticipated to impede or alter the development patterns of this area. The applicant is complying with all requirements related to signage and construction for both the zoning ordinance and the Planned Development on the site. The applicant is also adhering to all other requirements which would be applicable to other uses permitted in this district.

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

Staff Comments: The site plan submitted by the applicant does not propose any changes to the access, utilities or drainage for the site. The use of this site and existing building is not expected to impact the provision of utilities for the property or general area.



**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 to the ingress or egress from the site. It is not expected that additional traffic or changes in traffic patterns will occur as a result of this proposal.

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

Staff Comments: The minor amendment is consistent with the objectives of the land use plan for the City. The land use plan designates this property as commercial; there are no planned changes in the operation or general function of the site as a result of this request.

**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: The applicant submittal complies with the requirements of the zoning ordinance and the Planned Development for the mall property. There are no exceptions requested with this proposal, and the site complies with all development standards at this time.

## **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.

## **STAFF SUPPORTS THE APPLICATION FOR THE FOLLOWING REASONS:**

- This proposal utilizes and updates an existing site while enhancing the overall character of the area.
- The rebranding of the site shows that this area of the community remains a viable and vibrant commercial hub.
- Contemplated changes enhance a welcoming gateway and entrance to the community.

**STAFF RECOMMENDATION:** BASED ON THE FINDINGS OF FACT IN THIS REPORT, THAT THE REQUEST FROM HMD GROUP PA ARCHITECTS AND SITE ENHANCEMENT SERVICES, SEEKING A MINOR AMENDMENT TO AN EXISTING CONDITIONAL USE PERMIT AT 6000 DURAND AVENUE BE APPROVED, SUBJECT TO THE FOLLOWING CONDITIONS:

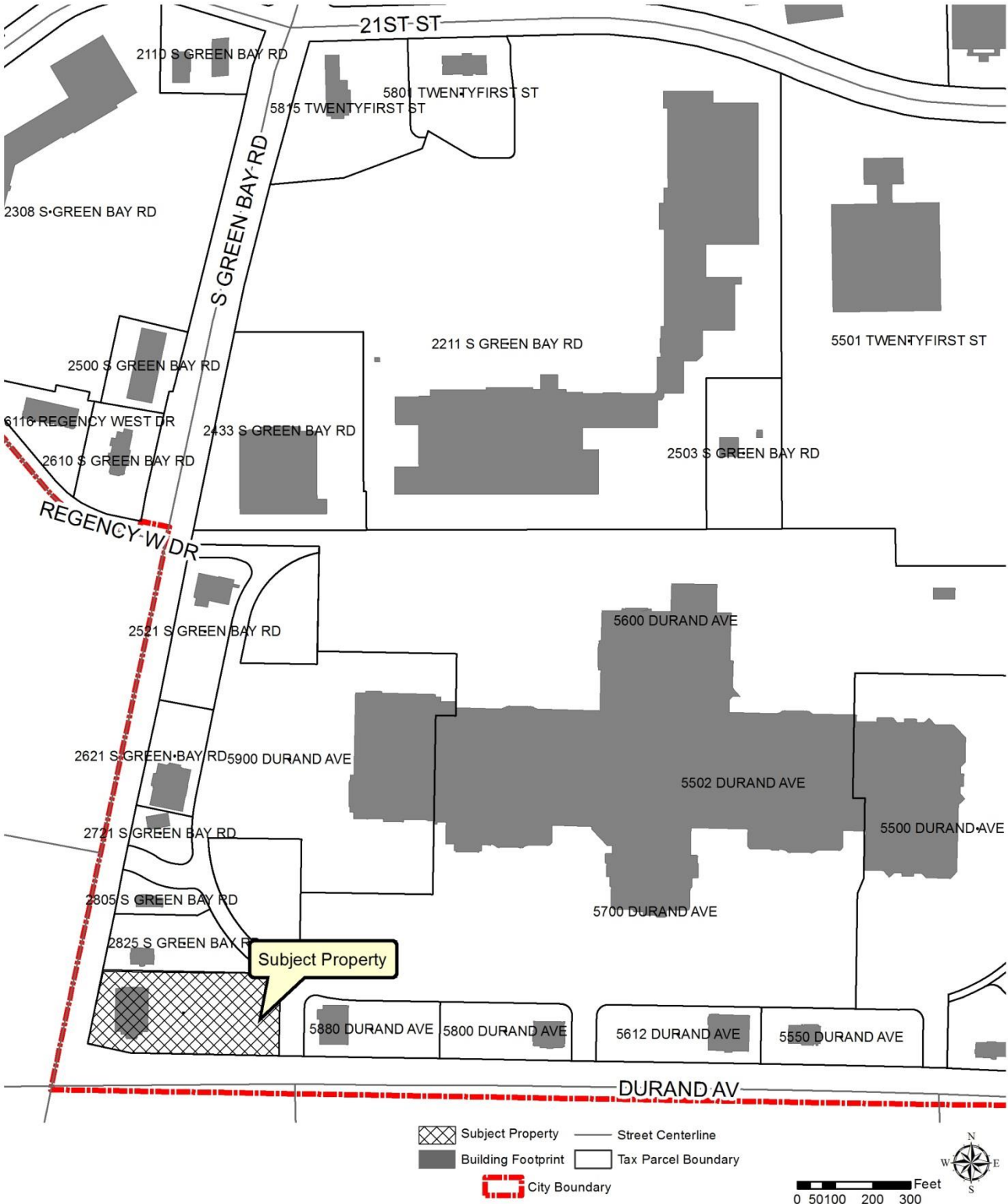
- a) That the plans presented to the Plan Commission on May 9, 2018 be approved subject to the conditions contained herein.
- b) That all license requirements from the State of Wisconsin and City of Racine be obtained, complied with, and kept current at all times.
- c) That all codes and ordinances are complied with and required permits acquired.
- d) 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.
- e) 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](#)).



# CUP Minor Amendment - 6000 Durand Avenue










# CUP Minor Amendment - 6000 Durand Avenue



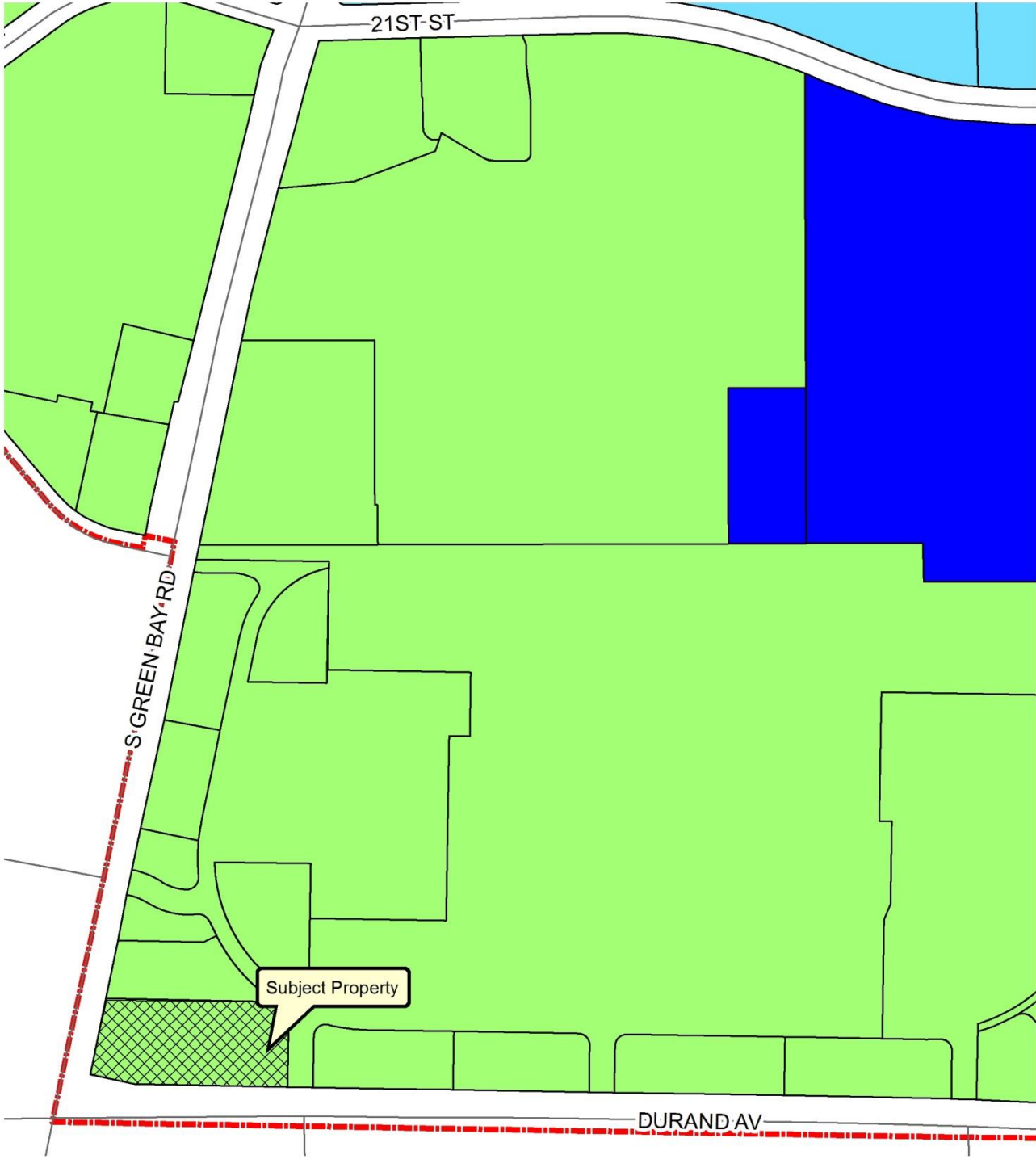
-  Subject Property
-  City Boundary
-  Street Centerline
-  Tax Parcel Boundary









# CUP Minor Amendment - 6000 Durand Avenue



### Zoning Designation

B-2 I-1 I-2

 Subject Property  
 City Boundary

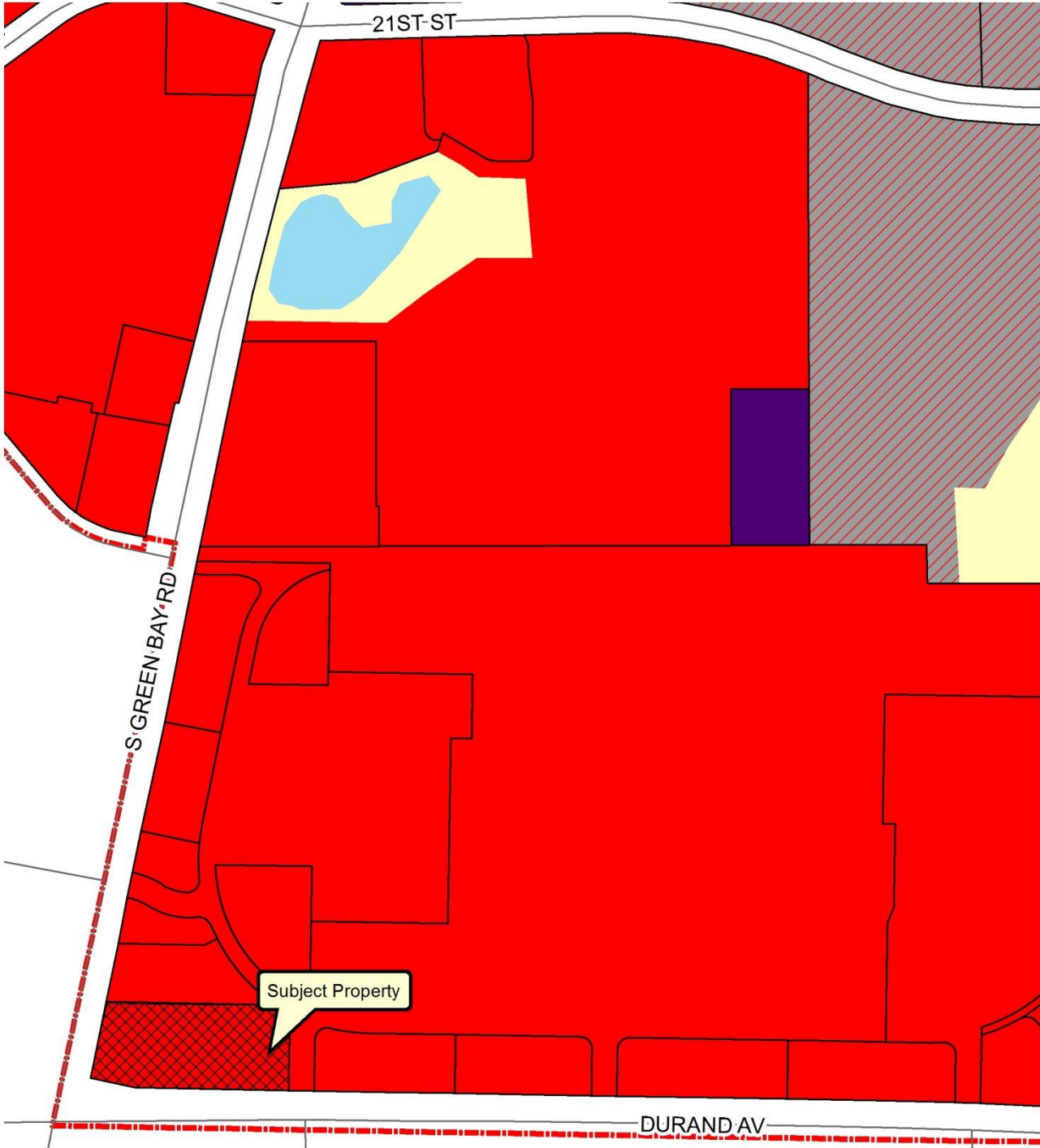
 Street Centerline  
 Tax Parcel Boundary

0 50 100 200 300 Feet





# CUP Minor Amendment - 6000 Durand Avenue



**Land Use Designation**

 Surface Water	 Industrial/Business Park	 Subject Property	 Street Centerline
 Isolated Natural Resource Area	 Transportation, Communication and Utilities	 City Boundary	 Tax Parcel Boundary
 Commercial			 Feet 0 50 100 200 300



Site Photos



Looking north at subject property from Durand Avenue



Looking northwest from subject property at S. Green Bay Road



Looking east along Durand Avenue from the subject property



Looking west at the subject property from parking lot



North side of subject property with trash handling area and loading zone



Entryway signage to property directing those from the access drive to parking area