



Application for Conditional Use Permit

Applicant Name: 2818 Lathrop LLC
Address: 1015 Washington Ave City: Racine
State: WI Zip: 53403
Telephone: 262-391-2706 Cell Phone: 262-391-2706
Email: suren_siva@yahoo.com

Agent Name: ActiveBody Fitness, LLC
Address: 500 Wisconsin Ave. STE 103 City: Racine
State: WI Zip: 53403
Telephone: 262-770-5160 Cell Phone: 262-221-7835
Email: bbourdo@activebodyfitness.com

Property Address (Es): 2818 Lathrop Ave., Racine, WI 53405
Current Zoning: B-2
Current/Most Recent Property Use: Flooring Store
Proposed Use: Fitness Center/Personal Training





The application will be evaluated using the standards of Sec. 114-154 of the Municipal Code (below). Please use the space to justify and explain how your proposal addresses these conditions; use an additional sheet if necessary.

- (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;

ActiveBody Fitness has been located in downtown Racine for over six years under our current Conditional Use permit, and there have never been any such concerns with our business. That will not change with this move.

- (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;

ActiveBody Fitness has always enjoyed good relationships with its neighboring businesses. With our planned repainting of the building and upkeep of the property exterior and lot, it will be a benefit to the 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;

We do few activities outside of the building, and do not plan to make any additions outside of the building, so nothing we would do will impede any such development.

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

All of these items already exist for the specified property, if applicable, and have no known issues or concerns. This is an existing building, not new construction.

- (5) Adequate measures have been or will be taken to provide ingress and egress so designed as to minimize traffic congestion in the public streets;

The ingress/egress from Lathrop Ave. to the property is as it has existed for a long time, and should not introduce any new congestion. Our type of business does not have a constant flow of vehicles like a fast food restaurant or a retail store might have, so traffic concerns are minimal.

- (6) The proposed conditional use is not contrary to the objectives of the current land use plan for the city; and

Our use will not alter the land use plan. The building and property will be used as a regular commercial/retail building providing services to clients as expected for this zone.

- (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.





If the required supplemental materials, which constitute a completed application, are not submitted, the application will not be processed.

Required Submittal Format

1. An electronic submission via email/USB drive/CD/Download link; and
2. One (1) paper copy, no larger than 11" x 17" size.

Required Submittal Item	Applicant Submitted	City Received
1. Conditional Use Review Application	☒	
2. Written description of project, including: a. Hours of operation b. Anticipated delivery schedule c. Maintenance plan d. General use of the building and lot	☒	
3. Site Plan (drawn to scale), including: a. Fully dimensioned property boundary b. All buildings (existing and proposed) c. Setbacks from property lines d. Identification as to whether all elements are "Existing" or "Proposed" e. Dimensioned parking spaces and drive aisle layout f. Trash enclosure location and materials g. Loading spaces h. Fire hydrant locations i. Location of signage, with setbacks	☒	
4. Zoning Analysis Table a. Land area (in acres and square feet) b. Building area (in square feet) c. Setbacks (required yards in feet) d. Floor Area Ratio (building area divided by lot area) e. Lot Coverage (building footprint divided by lot area) f. Height of all buildings and structures g. Percentage of greenspace (landscaped areas divided by lot area) h. Parking spaces	☐	
5. Landscape Plan a. Bufferyards b. Parking Areas c. Screening and fencing locations d. Plant lists including the following: Latin and Common Names, Number of each planting material, and Size at planting.	☐	





DEPARTMENT OF CITY DEVELOPMENT



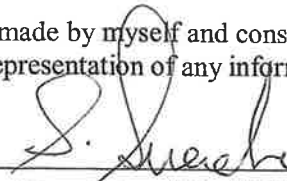
Required Submittal Item	Applicant Submitted	City Received
6. Lighting Plan a. Location of light fixtures b. A cut sheet of light fixtures with indication of cut-offs or shielding c. Illumination diagram indicating intensity of lighting on the property.	☐	
7. Floor Plan a. Preliminary floor plan layout of all buildings/structures b. Labels for the type of use of the area c. Labels for square footage of the area	☒	
8. Engineering Plan a. Stormwater Plan (Drainage pattern, flow, detention) b. Existing and proposed roadway and access configurations c. Cross access	☐	
9. Signage Plan a. dimensioned color elevations of signage b. A diagram showing the location of the proposed signage	☐	
10. Building/site elevations (if new building or exterior changes planned) a. Building elevations showing all four sides of the buildings in color b. Elevation of trash enclosure area	☐	
11. Building Material Samples (if making exterior changes)	☐	
12. Review Fee	☒	

Acknowledgement and authorization signatures

A conditional use is not like a building permit; applying does not mean it will be approved.

The approval may contain conditions related to the improvement of the site which must be met prior to the issuance of a building occupancy permit. Conditions related to the operational aspect(s) of the business must be complied with at all times. That, in the event site improvement work required by ordinance cannot be completed prior to desired occupancy, a financial assurance, at 100% of the improvement estimate, guaranteeing completion of the required improvements must be placed on file with the City of Racine. Estimates and Assurance documents are subject to the review and final approval by the City. Improvements may include but are not limited to landscaping, fencing, lighting, pavement surfacing and sealing, dumpster enclosures, and exterior building improvements;

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.

Owner Signature (acknowledgement and authorization):  Date: 2/4/2024

Applicant Signature (acknowledgement): Brendon Bourdo Digitally signed by Brendon Bourdo
Date: 2024.02.03 07:14:40 -06'00' Date: 2/3/2024



(262) 636-9151



CityDevelopment@cityofracine.org



730 Washington Avenue, Room 102
Racine, Wisconsin 53403



www.buildupracine.org

Business Overview

ActiveBody Fitness, LLC is a physical fitness training firm with a primary focus on individual and small group training. Founded in Racine in July of 2014, we work with people of a wide range of ages and ability levels to help them reach their fitness goals and improve their daily lives with exercise and better habits. ActiveBody Fitness is owned by Brendon Bourdo and Brandon Kutka. Brandon resides in Racine and is a NASM-certified Corrective Exercise Specialist and Personal Trainer. Brendon lives in Caledonia and is a Technology Director for a local engineering firm, and formerly a NASM-certified Personal Trainer.

For the past six years, we've served our clients from our current location at 500 Wisconsin Avenue under our existing Conditional Use permit for that location. Over that time, we've grown considerably and are actively helping many clients with their fitness goals. During the major business disruptions caused by COVID-19 in 2020 and 2021, we immediately adapted to online virtual training to keep our clients on track and provide motivation and accountability during those tough times. Because of that, we had a strong recovery afterward and even more interest in our services. With this growth, our current space is no longer adequate, and we need a larger facility to continue with our core services as well as the ability to offer new ones.

To that end, we found a great building for lease at 2818 Lathrop Avenue that we feel will meet our needs for the foreseeable future. It's an ideal location amid shopping and restaurants – not much different than our current downtown location – but offers us much more street visibility, a larger space, and easier client access than we have now, which can only help us continue to grow.

Operations Overview & Business Hours

The use of the 2818 Lathrop Ave. building will be for our personal and small group fitness training services, as mentioned previously. Most of our clients participate in one-on-one training. For small groups, the number of individuals in any given session is typically less than four. With the additional space this building provides, we plan to expand our offerings to include workout classes, which could be up to 15 people. We also intend to introduce membership plans for people who may already have their own training program and simply want a place to work out without the hassles and distractions of a big gym.

We'll occasionally offer educational fitness seminars or workshops, often in partnership with other professionals or businesses. These will focus on a particular aspect of fitness and are intended to educate and allow open discussion and questions on the topic presented. In cases of workshops, group physical activity is expected.

We offer a selection of fitness-related items for sale as well. These include items such as ActiveBody Fitness-logoed T-shirts, hoodies, hats, and other apparel and accessories. We may also sell commercially available fitness supplements like you would find at grocery stores, Walmart, or GNC. These are typically

protein bars, protein powders, bottled recovery drinks and the like. It's important to understand that these items are commercially produced, name-brand items sold in factory-sealed containers and packages only. We do not ourselves prepare any kind of food, drink, or consumable item for sale.

Our typical hours of operation are Mon. - Fri. 6 AM - 7 PM, Sat. 6 AM - 1 PM, and closed Sunday. However, we may schedule clients slightly outside of these hours if their schedules require it, or we may host a workshop or seminar outside of normal business hours. We will not have 24-hour access for clients or members.

Regarding delivery/truck traffic, we don't use trucks in our business, and we don't have major deliveries often. We'll have a couple deliveries via LTL truck when we order our new equipment and fixtures during build-out, but aside from that, we'll have occasional deliveries each month from UPS or FedEx as any business would. We may also have bottled water service delivered monthly from one of the typical vendors.

One of our owners works full-time at the facility, and the other part-time; along with one full-time employee and one part-time employee. We're planning to hire one to three additional employees (part-time to start) once we're operating smoothly in our new building. We strive to have the best training staff, with fitness-related educational backgrounds and/or certifications. All staff are required to have CPR/AED certification as well, to help ensure we're providing a safe exercise environment.

Facility Overview & Maintenance Plan

The building at 2818 Lathrop Avenue was formerly the McIntosh Flooring sales and showroom business. It consists of a main building with a storefront entrance, and an attached warehouse area. The building owner has another tenant using half of the warehouse area for storage, and we are leasing the main building and remainder of the warehouse area. Our facility will be approximately 5,300 SF (entire main building), and approximately 2,200 SF of the warehouse area.

Since our focus is personal training, we don't use many of the machines found in a typical gym. In our facility, you'll find basics such as a squat/bench press rig, dumbbells, kettlebells, free weights, barbells, resistance bands, ropes and medicine balls. We also have a rowing machine, air bikes, treadmills, and a few specific pieces of strength training equipment.

Like most fitness facilities, our space is outfitted with a sound system for music, which will be used at a moderate volume level. Interior and exterior security cameras will monitor and record the area for client safety and security reasons. We'll also install a centrally monitored security system to protect our leased premises.

COMMON AREAS: There are no interior common areas shared by us and the other tenant, since all areas of the building are under lease. The parking lot is the only area that could be considered common since both tenants may use the lot; however, the other tenant does not have personnel at the building other than occasionally coming in for moving an item in or out of storage.

INTERIOR CHANGES: We're investing a substantial amount to remodel the building's interior to meet our business needs and provide a great experience for our clients and staff. Our facility is primarily open floor space used for training and exercise, and our planned build-out includes two offices, a conference room, a locker area, an employee break room, two individual shower rooms, a laundry room, and two unisex restrooms. The leased warehouse area will be used for storage at this time, with future use planned for additional fitness activities.

EXTERIOR CHANGES: When weather permits, we plan to paint the exterior of the building to match our brand colors (dark gray, light green), which should greatly improve curb appeal compared to how it is currently. We also intend to install a sign for our business with logo (after City sign approval) on the front of the building above the entrance.

MAINTENANCE: Our agreement with the building owner splits responsibility for maintenance and upkeep of the property between him and us generally as follows:

The building owner is responsible for:

- Maintenance, upkeep and repair of structural aspects of the building, including the roof, foundation, electrical, plumbing, HVAC, structural interior walls, and exterior walls.
- City of Racine-mandated repairs to the exterior property (sidewalks, curbs, etc.)

Our responsibilities include:

- Cleaning and general maintenance of the entire areas leased by us, including repairs to our improvements and other minor general repairs to the building that don't fall under the owner's responsibility.
- Upkeep of the building exterior and parking lot, including painting, lot cleaning and upkeep, any landscape maintenance (weeds pulled, grass trimmed, etc.), snow removal, and parking lot sealing/repainting when required.

Parking

The parking lot has 12 marked parking spaces, which is the most that can be provided in the lot and still allow adequate traffic flow. I met with the City's zoning staff member Steve Madsen to review the materials I intended to submit for this application. He mentioned City ordinance specifies how many off-street parking spaces are required for a building based on its floor area; however, he couldn't find a category that matched our business in the Parking Class table (Sec. 114-1188 municipal code).

He said the code needs to be updated and simplified, but a general default might be 6 spaces/1000 SF. The area of this building that will be normally occupied initially is approximately 5,300 SF, which by the default calculation, would require 31 parking spaces. It's simply not possible to create that many parking spaces in the lot. This building existed as a flooring sales showroom business for many years with its parking lot as it is currently, so we assume an exception to the ordinance was made for the previous owner. If that's the case, we hope the same could be extended to us for our Conditional Use Permit. In reviewing the parking class table, there appears to be no category of retail-type business that could meet the parking space ordinance requirement as it is written now.

Our core service is personal training by appointment, although as mentioned earlier, we're planning to expand into weekly classes and membership plans. While we don't believe parking in the building's existing lot will be a problem in the short term, we recognize it could become a concern as we grow. We understand the spirit of the ordinance and want to do what we can to try and meet its requirements.

To that end, I asked the building's owner to talk with Tri City National Bank (2704 Lathrop Ave.) which owns the large parking lot on Pierce Blvd. located adjacent to the northwest corner of the 2818 Lathrop Ave. building and is a short walk from the building via the alleyway as shown below. Tri City Bank said they don't use this lot and has given us verbal permission to use it for our business. A written agreement (lease or otherwise) with Tri City Bank for our use of this parking lot is pending, and will include details on maintenance of the lot, e.g. snow removal, which will likely be our responsibility. The lot has at least 40 parking spaces.



Conclusion

ActiveBody Fitness has been an asset to the Racine area and a trusted partner for our clients on their fitness journeys for nearly 10 years. Most of our clients have been with us for several years, many since our beginning, and firmly believe in what we do and how we can help them with their fitness and exercise needs. They're thrilled about our potential move to this new location and happy to see us growing.

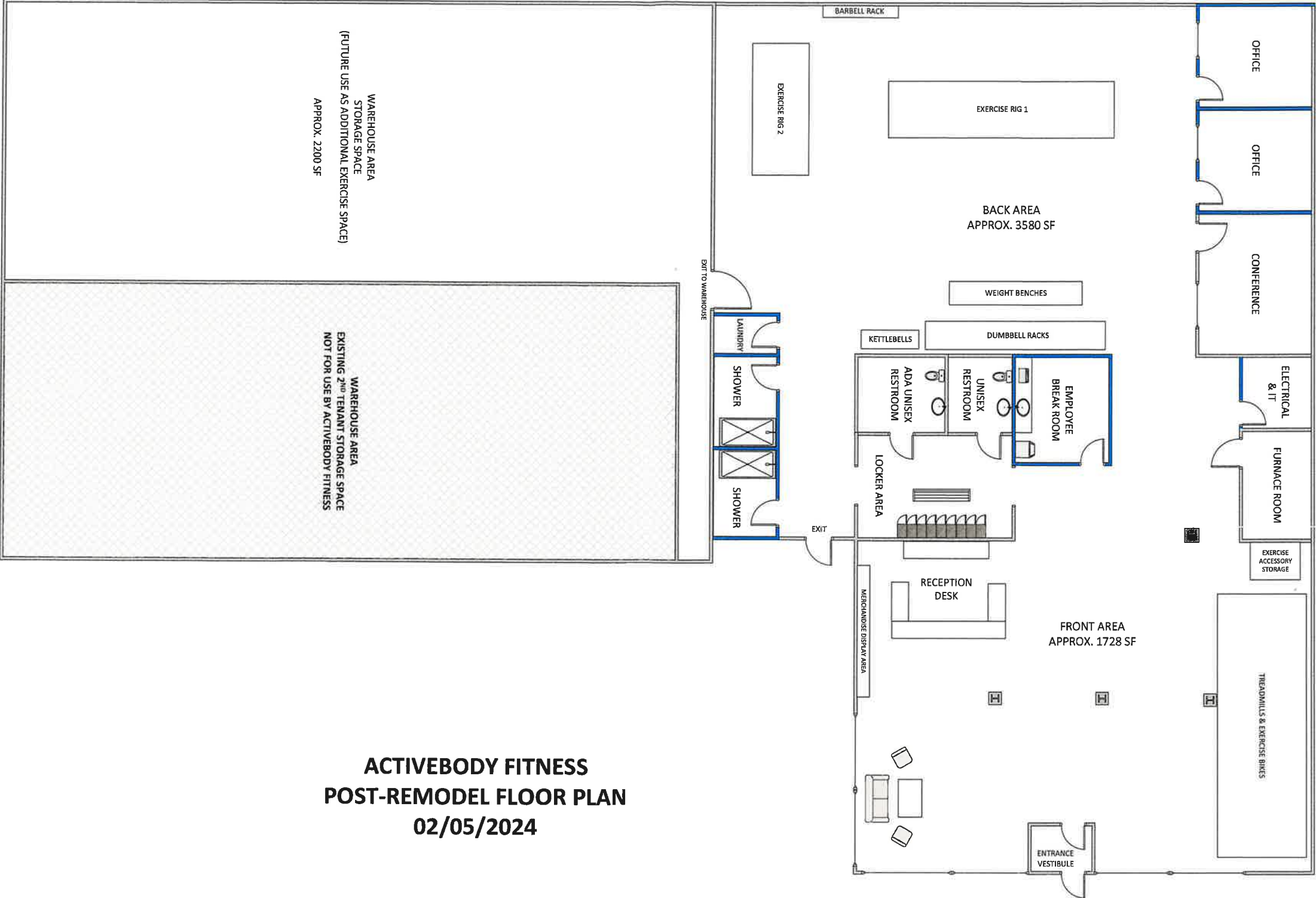
Our move to the 2818 Lathrop Ave. building will allow us to continue providing to our clients the outstanding training, guidance, and fitness knowledge that makes us the Racine area's premier personal training center for a long time to come. We're excited at the possibilities this new space can offer us, from improving our current services to offering new ones for both our clients and people who didn't know about us before. The street visibility alone, which we don't have at our current location, will be a great way for people to find us and check us out, versus just finding us on a Google search.

We hope the City will continue to recognize us as a positive asset to the area and community, and approve our Conditional Use application for this building as it did for our current location's permit six years ago. We plan to be present for the Common Council meeting that addresses our application, but if there are any questions I can answer before any of the meetings, please feel free to reach out via email or phone.

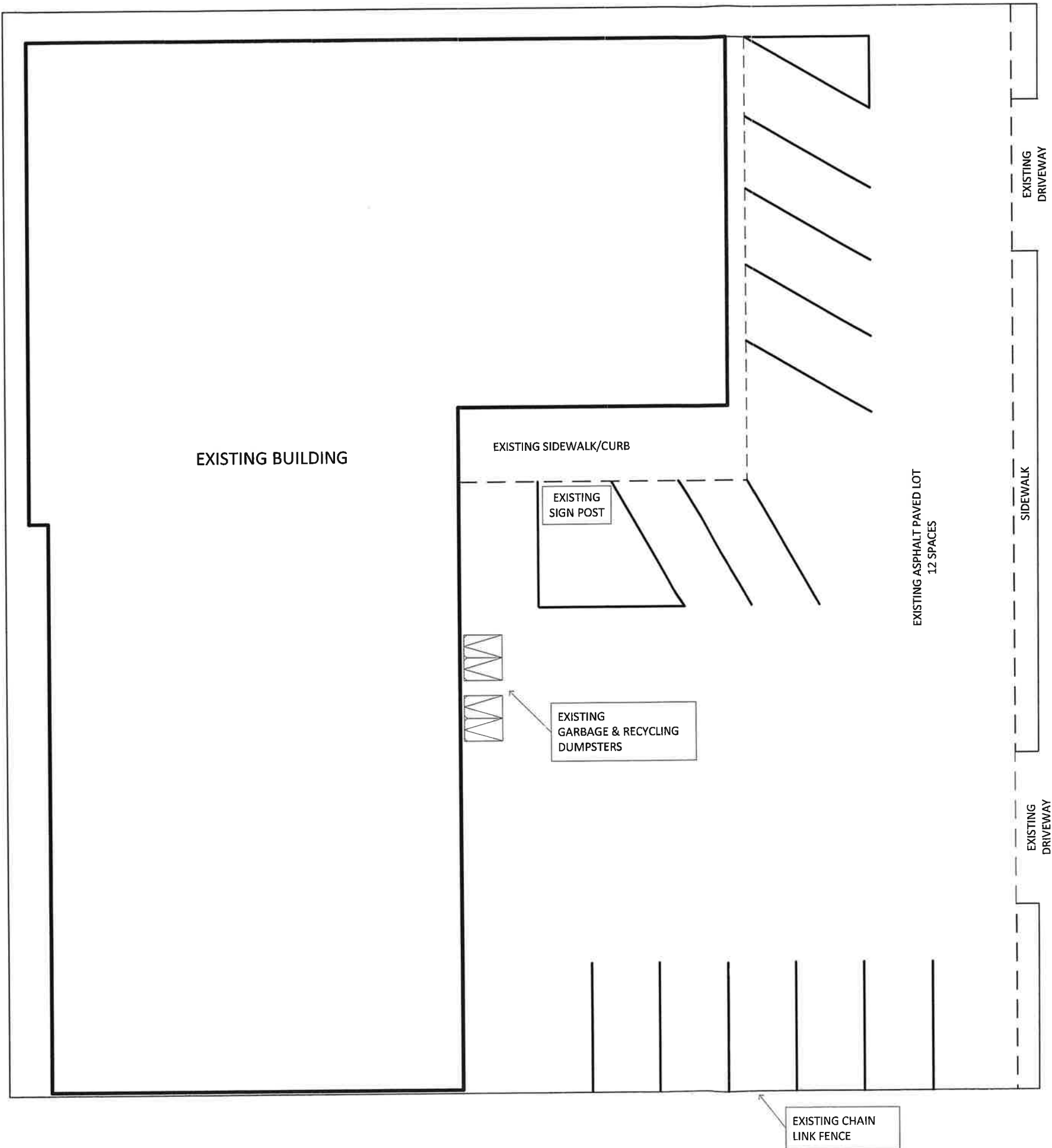
Thank you,



Brendon Bourdo
General Manager, Member
ActiveBody Fitness, LLC
bbourdo@activebodyfitness.com
Cell: (262) 221-7835



**ACTIVEBODY FITNESS
POST-REMODEL FLOOR PLAN
02/05/2024**



LATHROP AVENUE

**SITE PLAN
2818 LATHROP AVENUE**

ALL IMPROVEMENTS SHOWN ARE PRE-EXISTING
SCALE: 1" = 15 FT
2/5/2024

