



CITY OF RACINE DEPARTMENT OF CITY DEVELOPMENT STAFF REPORT

Meeting Date: 10/6/2025

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: Michelle Cook

Location: Block bound by Hamilton St. on the North, North Memorial Dr. on the West, Prospect St. on the South and Hartman Ct. on the East.

Applicant: N/A

Property Owners: Multiple

Request: Consideration of a request to rezone the properties at 1135 N Memorial Dr, 1129 N Memorial Dr, 1125 N Memorial Dr, 1121 N Memorial Dr, 1117 N Memorial Dr, 1113 N Memorial Dr, 1120 Hartman Ct, 1114 Hartman Ct, 1110 Hartman Ct and 1526 Prospect St from R-3 Limited General Residence to B1 Neighborhood Convenience District as well as 1141 N Memorial Dr from B2 Community Shopping District to B1 Neighborhood Convenience District as allowed by Sec. 114-77 of the Municipal Code.

BACKGROUND AND SUMMARY: This relates to an application received from Kappy's Management LLC, represented by Vincent Esqueda, seeking to rezone the property at 1113 N. Memorial Drive from R3 Limited General Residence District to B1 Neighborhood Convenience District as allowed by Sec. 114-77 of the Municipal Code.

GENERAL INFORMATION

Parcel Numbers: 07442000, 07445000, 07450000, 07451000, 07455000, 07460000, 07463000, 07454000, 07461000, 07462000 and 07470000.

Property Size: Approximately 1.23 acres

Comprehensive Plan Map Designation: Medium Intensity

Consistency with Adopted Plans:

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

- Maintain and enhance the economic vitality of the City by encouraging a diversified tax base of commercial, industrial, and residential uses.
- Maintain and develop a land use pattern that strengthens the character and livability of the City's downtown core, commercial and industrial areas, and neighborhoods.
- Neighborhood Shopping is a Desired land use in Medium Intensity Areas

Corridor or Special Design District?: N/A

Historic?: No

Current Zoning District: R3 Limited General Residence District.

Purpose of Zone District: The R3 limited general residence district is intended to provide areas which are to be occupied substantially by single-family and two-family dwellings and attached dwellings. It is designed to accommodate limited apartment dwellings while maintaining a low density owner-occupancy character.

Current Zoning District: B2 Community Shopping District

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 Zone District: B1 Neighborhood Convenience District

Intent of proposed Zone District: The B1 neighborhood convenience district is intended to provide convenience shopping to close proximity for persons residing in nearby residential areas by allowing only such uses as are necessary to satisfy basic shopping needs which occur daily or frequently, and selected additional uses which normally attract little vehicular traffic and are otherwise compatible with residential areas.

Existing Land Use: Mix of uses including a grocery store, restaurant and dwellings.

Surrounding Zoning and Land Uses:

North	I-2 General Industrial	Youth Detention Center
East	R-3 Limited General Residence	Dwellings
South	R-3 Limited General Residence	Dwellings
West	R-3 Limited General Residence	Dwellings

ANALYSIS:**Development Standards (under the flex):**

Building design standards (114-Secs. [735.5](#) & [736](#)): No new buildings have been brought forward at this time any future building would need to meet the design standards for commercial buildings.

Off-street parking and loading requirements (114- [Article XI](#)): The provided parking meets the requirements of the zoning ordinance.

Landscaping, screening and yard requirements ([114- Article V](#): Article VII, Div. 6 [Development Standards](#) & 7 [Fences and Walls](#)): The existing improvements on the property comply with the requirements of the municipal code.

Sign Regulations (114-[Article X](#)): Any future signage will requires permits, but would not require design review.

Outdoor lighting, signs ([114-Sec. 742](#)): All existing and new lighting will be required to be shielded or angled in a way that it does not glare on to surrounding residential properties.

Rubbish and trash storage ([114-Article V](#) & [114-740](#)): All existing trash storage facilities comply with local ordinance.

REQUIRED FINDINGS OF FACT:

ZONE CHANGE FINDINGS (Sec. 114-82. - Findings of fact and recommendations of Planning, Heritage, and Design Commission.)

The plan commission shall make findings based upon the evidence presented to it in each specific case with respect to, but not limited to, the following matters:

1) The Existing uses of property within the general area of the property in question.

Staff Comments: The uses in the area are mixed specifically going North and South along N Memorial Dr. There are restaurants, institutional, office and dwelling type uses in the general area. N Memorial

Dr. has historically been industrial though most of the industrial uses are no longer in the corridor it is where the corridor got its commercial and mixed-use start.

2) The zoning classification of property within the general area of the property in question.

Staff Comments: The zoning classifications are also mixed in the general area of the property, on the block being suggested for a zone change alone is three zones R3 Limited General Residence District, B1 Neighborhood Convenience District and B2 Community Shopping District. North and going East there is also I-2 General Industrial District and I-1 Restricted Industrial District. This zone change request will make this block uniform in zoning.

3) The suitability of the property in question to the uses permitted under the existing zoning classification.

Staff Comments: The properties are all suitable for the uses on them currently. The residential lots by the current zoning standards would be considered substandard but are still legal conforming due to sections of the code allowing for existing parcel to remain in use. If the parcels were ever to change they would need to be made bigger to accommodate uses allowed in the residential districts.

4) The trend of development, if any, in the general area of the property in question, including changes, if any, which have taken place in its present zoning classification.

Staff Comments: There has not been a lot of development on the current zoning for most of the residential properties. Most have had minor upgrades or changes except for a property that had new siding installed. Most of the development that has happened has been on the commercially zoned properties already existing on the block.

5) The objectives of the current land use plan for the city.

Staff Comments: The comprehensive plan calls for this block to be medium intensity. Mixed use, neighborhood commercial and medium density housing are all desired uses for this land use classification. The land use plan also calls for diversifying the city's uses including industrial and commercial which this zone change would facilitate.

POSSIBLE ACTIONS FOR THE PLANNING, HERITAGE, AND DESIGN COMMISSION

1. Approve the request as submitted; or
2. Recommend the adoption of an amendment changing the zoning classification of the property in question to any higher classification than that requested by the applicant; or
3. Deny the request; or
4. Defer the request to obtain more specific information about the request.

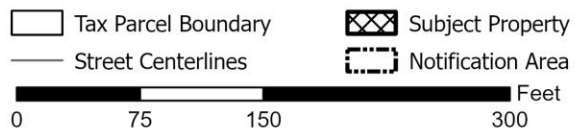
STAFF RECOMMENDATION: THAT THE REQUEST FROM THE PLANNING HERITAGE AND DESIGN COMMISSION TO REZONE THE PROPERTIES BOUND BY HAMILTON ST TO THE NORTH MEMORIAL DR TO THE EAST, PROSPECT ST TO THE SOUTH AND HARTMAN CT TO THE EAST FROM R3 LIMITED GENERAL RESIDENCE AND B2 GENERAL COMMERCIAL DISTRICT TO B1 NEIGHBORHOOD CONVENIENCE DISTRICT BE APPROVED AND THAT THE DRAFT ORDINANCE ZORD. 0003-25 BE FINALIZED AND RECOMMENDED FOR ADOPTION.

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).

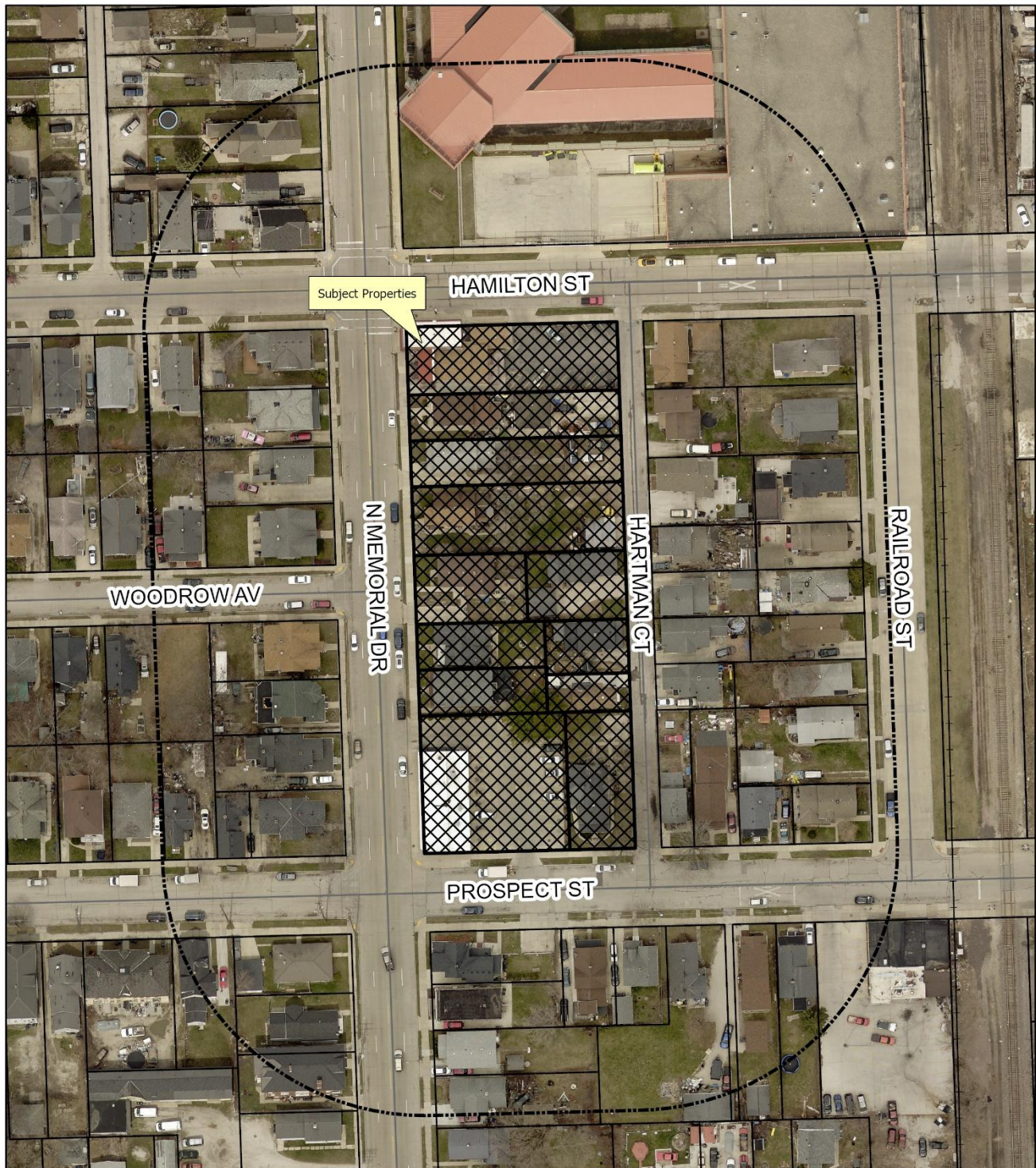


Zone Change - N Memorial Block



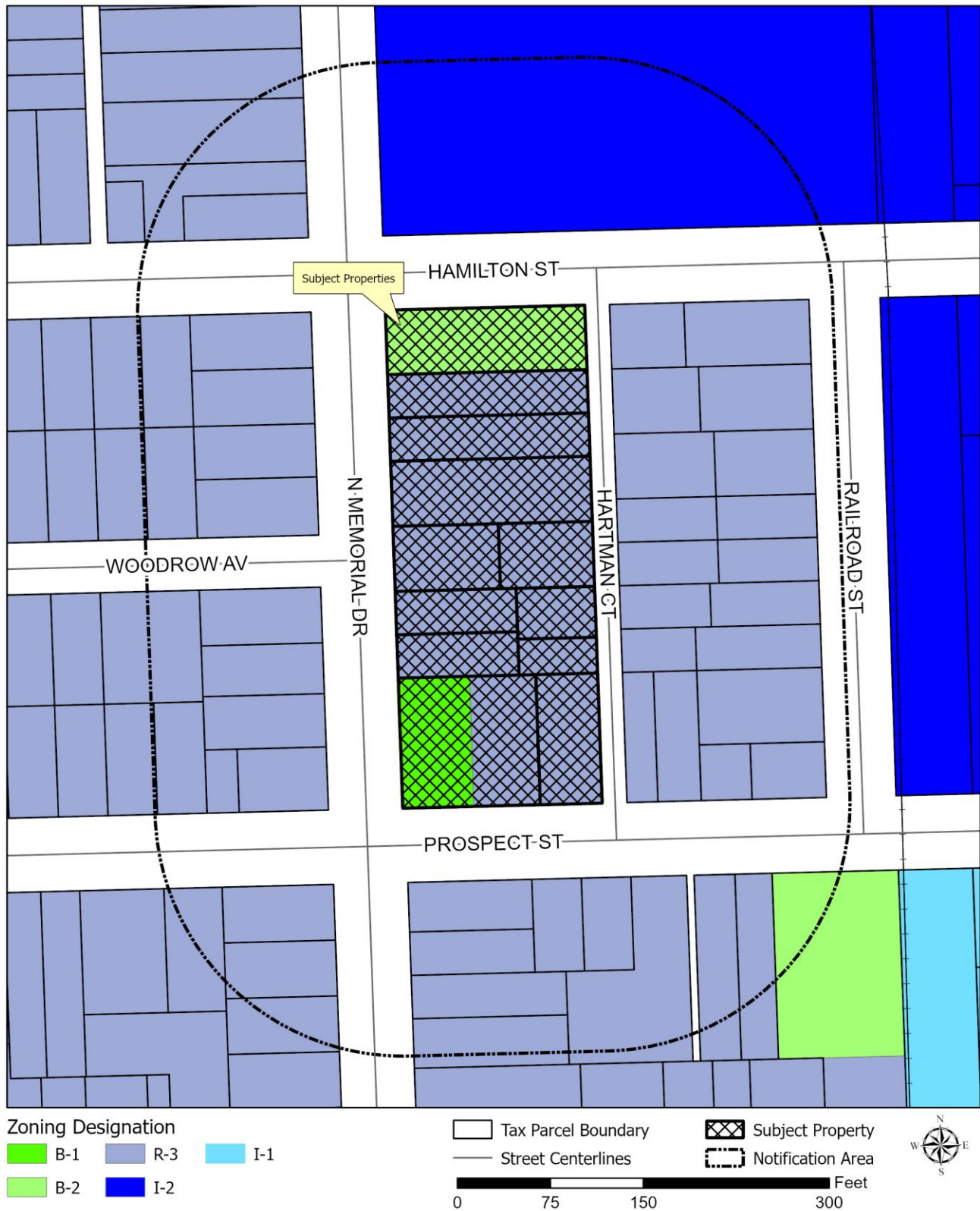


Zone Change - N Memorial Block



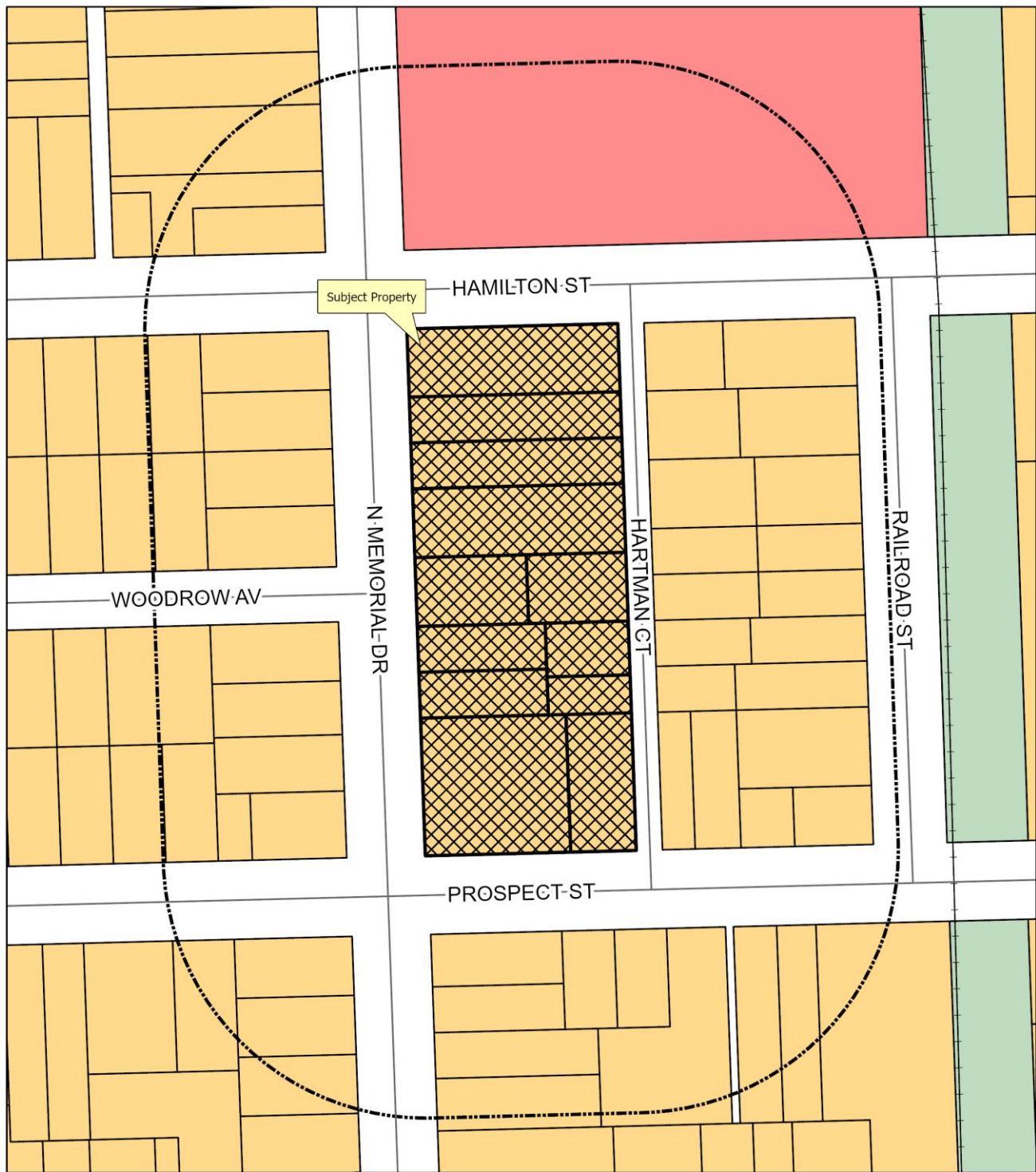


Zone Change - N Memorial Block





Zone Change - N Memorial Block



Land Use Designation

- Medium Intensity
- High Intensity
- Open Space

Tax Parcel Boundary

Street Centerlines

Subject Property

Notification Area

0 75 150 300 Feet



Site Photos



Looking Northwest at Block



Looking Northeast at Block



Looking East at Block



Looking Southeast at Block



Looking South down Hartman Ct



Looking Southwest at Block