



CITY OF RACINE DEPARTMENT OF CITY DEVELOPMENT STAFF REPORT

Meeting Date: 11/3/2025

To: Mayor and Planning, Heritage and Design Commission Members

From: City Development Department, Division of Planning and Redevelopment

Division Manager: Steven Madsen – (262) 636-9153 – steven.madsen@cityofracine.org

Case Manager: Steven Madsen

Location: 2913 Durand Ave

Applicant: Monica McDowell

Property Owner: 2901 Durand Avenue, LLC

Request: Consideration of a minor amendment to a conditional use permit to operate a Church and Bookstore at 2913 Durand Ave, located in a B-2 Community Shopping Zone District, as allowed by Sec. 114-468 of the Municipal Code.

BACKGROUND AND SUMMARY: The applicant seeks to utilize the building at 2913 Durand Ave as a church and bookstore. The Zoning Ordinance classifies this proposed use (church and bookstore) as permissible in the B-2 Community Shopping Zone District upon the issuance of a conditional use permit (114-468).



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

GENERAL INFORMATION

Parcel Number: 16879006

Property Size: 106,155.72 sqft (2.437 acres)

Comprehensive Plan Map Designation: Medium Intensity

Consistency with Adopted Plans:

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

- 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.
- Promote infill development in areas with existing infrastructure and services, protecting natural areas, and provide adequate infrastructure, public services, and land supply to meet existing and future.

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: Gym/Daycare/Church/Beauty Shop

Surrounding Zoning and Land Uses:

North	R-2 Single Family Residence	Dwellings
East	B-2 Community Shopping	Restaurant
South	R-2 Single Family Residence	Dwellings
West	R-4 General Residence	Dwellings

Operations: The general use of the building as a church and bookstore with proposed hours listed below,

- Sunday – 8:30am to 2pm. Occasionally opening from 4pm to 8pm.
- Monday – Closed
- Tuesday – 9am to 1pm
- Wed – 5pm to 9pm
- Thursday – 9am to 1pm
- Friday – Closed
- Saturday – 8am to 1pm

ANALYSIS:

Development Standards:

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

Standard	Required	Provided
Lot Area	0 square feet	106,155.27 square feet
Lot Frontage	30 feet	325 feet
Floor Area Ratio	4.0	.26

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

Yard	Required	Provided
Front (north)	0 feet	148 feet
Side (west)	0 feet	20 feet
Side (east)	0 feet	36 feet
Rear (south)	0 feet	10 feet

Building design standards (114-Secs. [735.5](#) & [736](#)): No change to the building design is being proposed at this time.

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

Use Type	Required	Provided
Church and bookstore	0 new spaces*	117 spaces
Total	0 new spaces*	117 spaces

There are loading areas behind the structure.

* The new use would not require any additional parking due to the use being less intense than past uses. The current uses in the building combined require less parking than when the building was constructed.

Landscaping, screening and yard requirements ([114- Article V](#): Article VII, Div. 6 [Development Standards](#) & 7 [Fences and Walls](#)): The applicant is not proposing major changes to landscaping at this time. They will add four planters with hostas to the front of the building.

Sign Regulations (114-[Article X](#)): The applicant will be replacing the current 3ft by 5ft sign with a sign that says “Greater New Birth Church Racine Kenosha” Their preferred color choice for the sign is purple and white.

Outdoor lighting, signs ([114-Sec. 742](#)): The applicant is not proposing any change to the parking lot lighting. They do plan to add a sign that will illuminate the front of the building. The site lighting complies with the development standards and focuses light onto the subject property and not onto adjacent properties.

Rubbish and trash storage ([114-Article V](#) & [114-740](#)): The applicant is not proposing any change to rubbish and trash storage.

Engineering, Utilities and Access:

Access ([114-1151](#)): Access to the site is provided by two curb cuts off of Durand Avenue. There should be no issues with the existing access to the site.

Surface drainage ([114-739](#) & Consult Engineering Dept.): The reuse of this existing building is not expected to alter drainage for the area or 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 operation of a church and bookstore is not expected to endanger or be a detriment to the public or welfare of the area. The shopping center already has a similar use in the building that has not caused issues to the public and the expansion of this use should not change that.

- 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 a church and bookstore will not be injurious to the use and enjoyment of the other properties. It will not substantially diminish or impair property values within the

neighborhood. The existing similar use has not caused anything injurious to the neighborhood and the expansion of the use is not expected to change that.

- 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 use of a church and bookstore is not expected to impede the normal use and enjoyment of the district or general area. The area is mostly built out the existing use has not impeded any orderly development or improvement in the surrounding property and the expansion of the use is not expected to change that.

- 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 the 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 applicant is not proposing any change to the ingress and egress at this time. The site has sufficient parking and traffic congestion is not anticipated.

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

Staff Comments: The area is designated as medium intensity on the land use plan and the goals and objectives of the Comprehensive Plan are being achieved by the reuse of this building and in the fact the development is walkable and will provide an amenity to the neighborhood.

- 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: It is expected that this establishment will operate in accordance with the applicable regulations for this district zone. No exceptions are needed for this request and the proposed development is expected to fit with the mix of uses allowed to occur in the surrounding area.

POSSIBLE ACTIONS FOR THE PLANNING HERITAGE AND DESIGN 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; or
5. Defer with a continuance of the public hearing to a date certain, subject to the consent of the applicant.

STAFF RECOMMENDATION: THAT THE REQUEST FROM MONICA MCDOWELL REPRESENTING GREATER NEW BIRTH CHURCH RACINE, SEEKING A MINOR AMENDMENT TO A CONDITIONAL USE PERMIT TO EXPAND THE USE OF A CHURCH AND BOOKSTORE INTO 2913 DURAND AVE BE APPROVED, SUBJECT TO THE FOLLOWING CONDITIONS:

- a) That the plans presented to the Planning, Heritage and Design Commission on November 3, 2025, be approved subject to the conditions contained herein.
- b) That all codes and ordinances are complied with and required permits acquired.
- c) That a detailed sign plan be submitted to the Department of City Development for review and approval prior to any sign changes.
- d) That no minor changes be made from the conditions of this permit without the approval of the Department of City Development, and no major changes be made from the conditions of this permit without the approval of the Planning, Heritage and Design Commission.
- e) That this conditional use permit is subject to Planning, Heritage and Design 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 (view in legistar).



Minor Amendment - 2829 Durand Ave





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□ Tax Parcel Boundary
— Street Centerlines

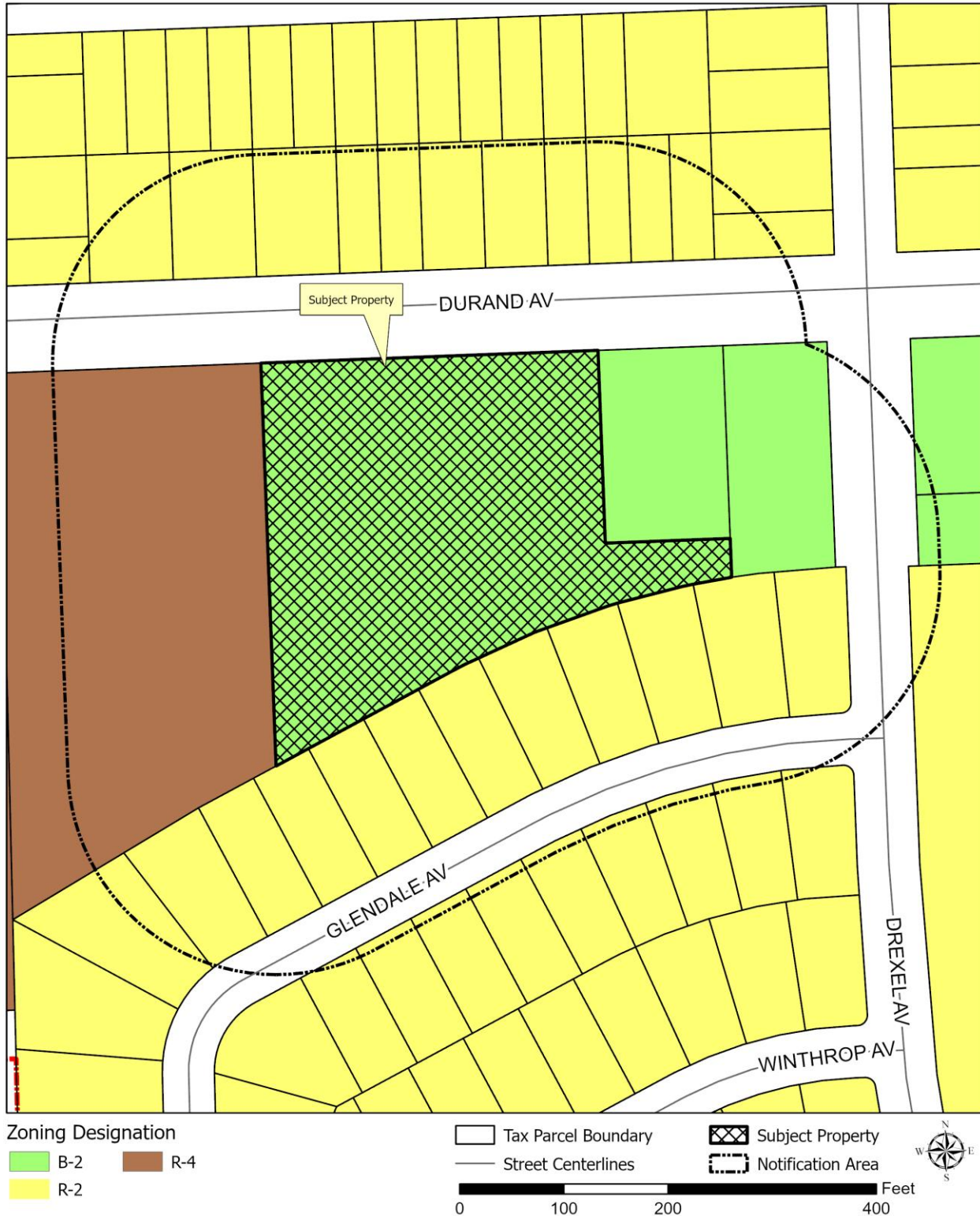
▨ Subject Property
⋯ Notification Area

0 100 200 400 Feet



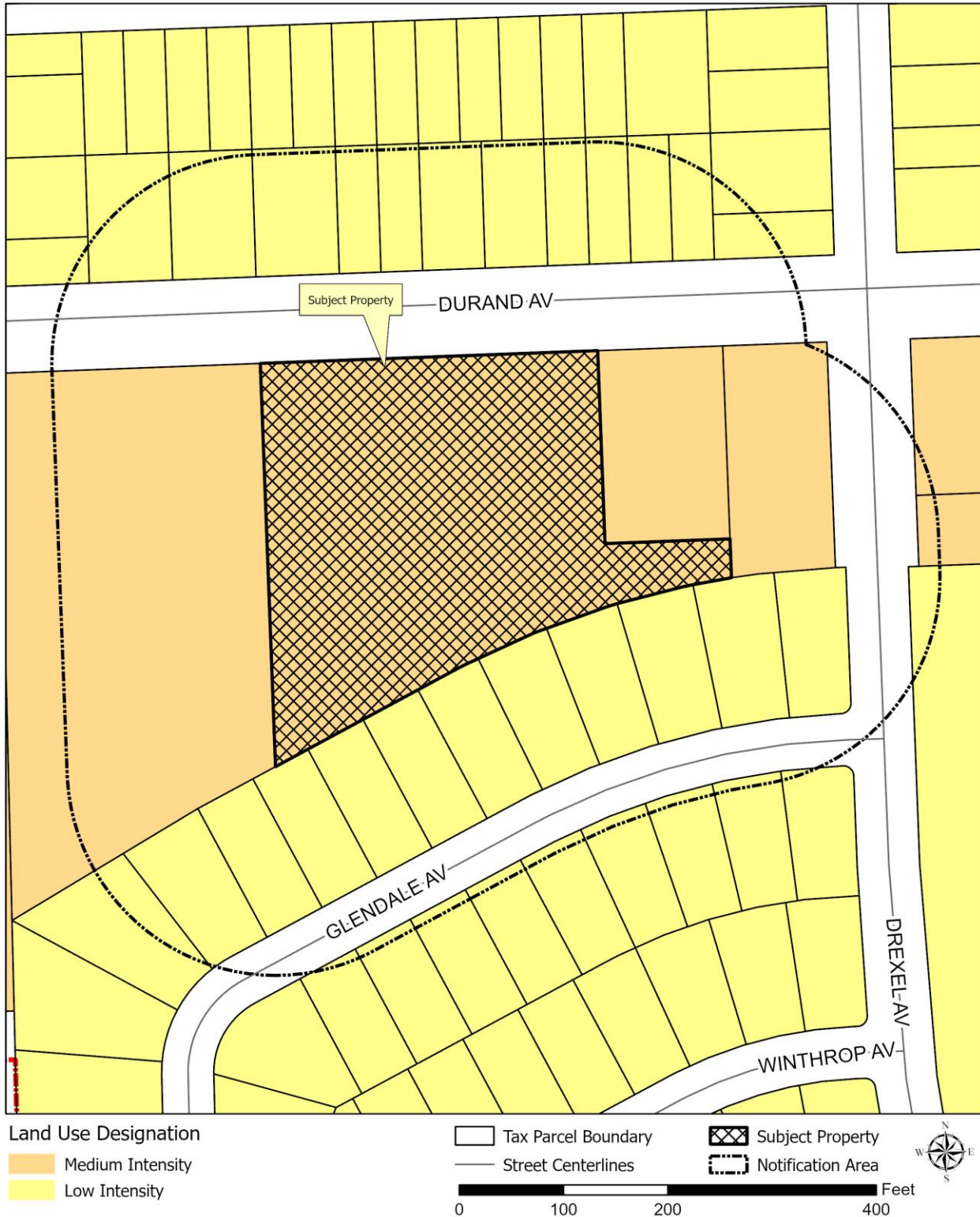


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Site Photos



Looking South at subject property



Looking north across Durand



Looking East down Durand



Looking west down Durand