



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

**Meeting Date:** 6/16/2025

**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](mailto:steven.madsen@cityofracine.org)

**Case Manager:** Michelle Cook

**Location:** 3064 Douglas Avenue

**Applicant:** Quick Serve Retail LLC

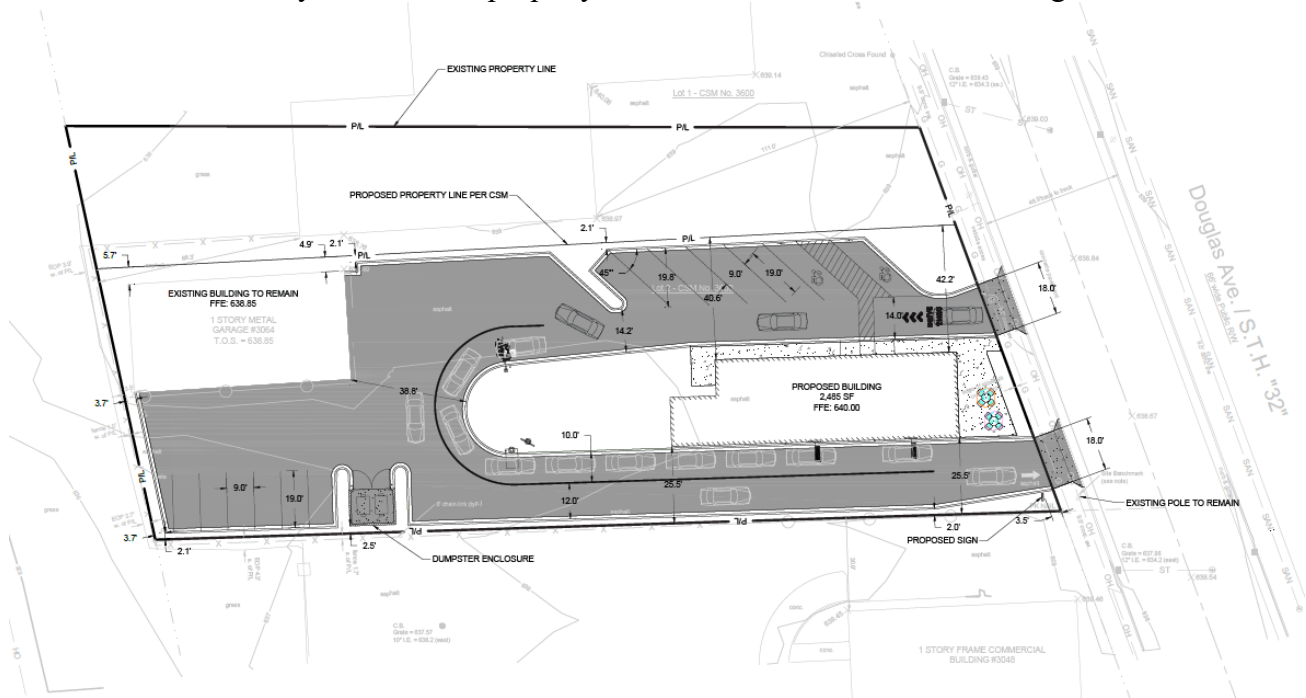
**Property Owner:** Job 42, LLC

**Request:** Consideration of a request for a conditional use permit to operate a takeout/carryout restaurant with a drive-thru at 3064 Douglas Avenue in a B-2 Community Shopping Zone District as allowed in Section [114-468](#) of the Municipal Code.

**BACKGROUND AND SUMMARY:** The application proposes the construction of a new building on the vacant parcel at 3064 Douglas Avenue to operate a takeout/carry restaurant with a drive-thru (Dunkin' Donuts Coffee Shop). The hours of operation would be Monday – Sunday from 5:00 a.m. – 8:00 p.m.



Birdseye view of the property, indicated in blue. North is to the right.



Proposed site plan, submitted by the applicant. North is up.

## GENERAL INFORMATION

**Parcel Number:** 21216002

**Property Size:** 28,924 square feet

**Comprehensive Plan Map Designation:** Commercial

**Consistency with Adopted Plans:**

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

- Encourage development patterns that promote efficient and sustainable use of land, that can be readily linked by transportation systems and that utilize existing public utilities and services.
- Promote redevelopment and infill in areas with existing infrastructure and services, enhancing existing residential, commercial, and industrial areas.

**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:** Vacant

**Surrounding Zoning and Land Uses:**

<b>North</b>	B-2 Community Shopping	Vacant
<b>East</b>	B-2 Community Shopping	Automobile Repair
<b>South</b>	B-2 Community Shopping	Restaurant
<b>West</b>	B-2 Community Shopping	Bike Path/Railroad

## ANALYSIS:

### Development Standards:

**Density** ([114-Article V](#): Article VII, Div. 5 [Bulk Regulations](#) & 8 [Lots](#)): The existing building complies with all bulk and lot standards.

Standard	Required	Provided
Lot Area	No minimum	28,924 square feet
Lot Frontage	30 feet	101.25 feet
Floor Area Ratio	4.0 maximum	0.18

**Setbacks** ([114-Article V](#): Article VII, Div. 6 [Development Standards](#)): Nonresidential uses are not required to provided yards, except as required in 114-470.

Yard	Required	Provided
Front (East)	0 feet	16.5 feet
Side (North)	0 feet	41.33 feet
Side (South)	0 feet	25.5 feet
Rear (West)	0 feet	196.42 feet

**Building design standards** (114-Secs. [735.5](#) & [736](#)): The design of the building does meet our current design standards. The proposed small addition will need to be masonry from grade to 8’.

**Sign Regulations** (114-[Article X](#)): Any changes to signs would be reviewed by Planning Division Staff. Any signage would need to follow the sizing and other requirements outlined below:

Sign Type	Allowable Sq. Ft.	Provided Sq. Ft.	Maximum Height	Proposed Height
Wall Sign		39.45	0 feet	0 feet
Pole Sign		74.29	15 feet	15 feet
Total	101.25	113.74		

The signage calculated for the building is over what is allowable by 12.49 ft. Staff is recommending that signage be reduced to meet the ordinance requirements of 101.25 square feet for total signage.

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

Use Type	Required	Provided
Takeout/Carryout Restaurant	10 spaces per 1000 sq. ft.	12
Total	7	12

**Landscaping, screening and yard requirements** ([114- Article V](#): Article VII, Div. 6 [Development Standards](#) & 7 [Fences and Walls](#)): There are no screening requirements and the landscaping plan presented by the applicant complies with the intent of the ordinance.

**Outdoor lighting, signs** ([114-Sec. 742](#)): Per this section, lighting shall be arranged oriented or shielded in a manner that directs lighting away from neighboring properties. Further details on the type of lighting will need to be provided to the Department of City Development prior to the issuance of building permits.

**Rubbish and trash storage** ([114-Article V](#) & [114-740](#)): The plans for the storage of trash and rubbish complies with the requirements of the code.

**Engineering, Utilities and Access:**

**Access** ([114-1151](#)): There is access off of Douglas Avenue. The plan is for the site to have one way traffic with cars entering the northern curb cut and exiting out of the southern one. Signage to direct traffic will be placed at the entrance and exit to the parking lot/drive-thru of the restaurant.

**Surface drainage** ([114-739](#) & Consult Engineering Dept.): An easement will be required for the storm discharging onto the We Energies property to the west. The easement should be shown on the survey plan and final engineering plans shall be signed and stamped by a P.E. licensed in Wisconsin. Any additional changes to impervious surfaces would have to be reviewed by the Engineering Department.

**Sewage disposal and water supply** ([114-821](#) & Consult Engineering and S/W Utility): This facility will discharge sanitary to a City-owned sanitary main on Douglas Avenue. The proposed changes to the site will have to be reviewed by the Engineering Department.

**Exceptions to ordinance:** An exception of eight parking spaces would be required.

**Additional Planning and Zoning Comments:**

## **REQUIRED FINDINGS OF FACT:**

### **CONDITIONAL USE FINDINGS (Sec. 114-154. – Standards.)**

No Conditional Use shall be recommended by the Planning, Heritage, and Design 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 establishment of a takeout/carryout restaurant with a drive-thru should not be a detriment to or endanger the public health, safety, morals, comfort, or general welfare of the surrounding area. The changes to the site should effectively allow for the drive-thru to function while still allowing space for people to park on the site for takeout orders. There are at least 9 spaces for cars to safely queue on the site without extending into the right-of-way or interfering with the parking spaces on the site. This supports convenient access to the site without compromising the functionality of the site or neighboring uses.

- 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 addition of a takeout/carryout restaurant with a drive-thru should not negatively impact the use or enjoyment of the neighboring properties. The restaurant will contribute to the Douglas Avenue corridor by adding a commercial use that aligns with the corridor's character. The design of the site will accommodate the traffic for the restaurant and transform a vacant parcel into a more productive asset for the city and Douglas Avenue.

- 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: Douglas Avenue has many similar restaurants along the corridor. The addition of takeout/carryout restaurant with a drive-thru should not impede the normal and orderly development and improvement of the surrounding property for uses permitted in the district. Prior to becoming vacant, the property has historically operated as a commercial use. The introduction of a takeout/carryout restaurant with a drive-thru continues this longstanding commercial pattern and is not expected to impede the normal and orderly development of the surrounding property.

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

Staff Comments: There will be some changes to the ingress/egress of the site along Douglas Avenue to allow for the drive-thru operations. The property already has proper utilities, access and drainage and the addition of the drive-thru will not require any increase to these facilities.

- 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 proposes adding an additional egress along Douglas Avenue to accommodate the drive-thru operations. As Douglas Avenue was built as a major thoroughfare, this addition is not a concern for traffic congestion.

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

Staff Comments: The current land use plan encourages the redevelopment of commercial properties and development patterns that promote efficient and sustainable use of land. This conditional use permit will facilitate the continued effective use of the property.

- 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 request does not require any exceptions from the current development regulations of the City of Racine.

## **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.

**STAFF RECOMMENDATION:** BASED ON THE FINDINGS OF FACT IN THIS REPORT, THAT THE REQUEST FROM QUICK SERVE RETAIL, LLC, REPRESENTED BY DINO KELLIKIDIS FOR A CONDITIONAL USE PERMIT TO OPERATE A TAKEOUT/CARRYOUT RESTAURANT WITH A DRIVE-THRU AT 3064 DOUGLAS AVENUE BE APPROVED, SUBJECT TO THE FOLLOWING CONDITIONS:

- a) That the plans presented to the Planning, Heritage and Design Commission on June 16, 2025, be approved subject to the conditions contained herein.
- b) That all codes and ordinances are complied with and required permits acquired.
- c) That all comments from the JPRT letter dated June 16, 2025, be addressed.
- d) That the signage not exceed more than 101.25 sq. ft. and that a final sign package be submitted to the Department of City Development for review and approval.
- e) That the proposed outdoor cooler be screened from view by a solid wall or fence.
- f) That no string lights be installed.
- g) That no major changes be made from the conditions of this permit without approval of the Planning, Heritage and Design Commissions and no minor changes be made without the approval of the Department of City Development.
- h) That this conditional use permit is subject to Planning, Heritage and Design Commission review for compliance with the listed conditions.

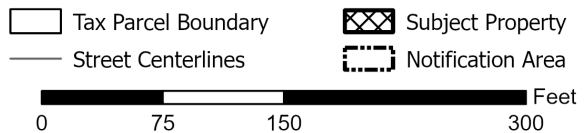
**ATTACHMENTS:**

- 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).





## Conditional Use Permit - 3064 Douglas Ave





## Conditional Use Permit - 3064 Douglas Ave



□ Tax Parcel Boundary  
— Street Centerlines

▨ Subject Property  
⋯ Notification Area

0 75 150 300 Feet







## Conditional Use Permit - 3064 Douglas Ave



### Zoning Designation

B-2 R-2 I-2  
B-1 R-3

□ Tax Parcel Boundary  
— Street Centerlines

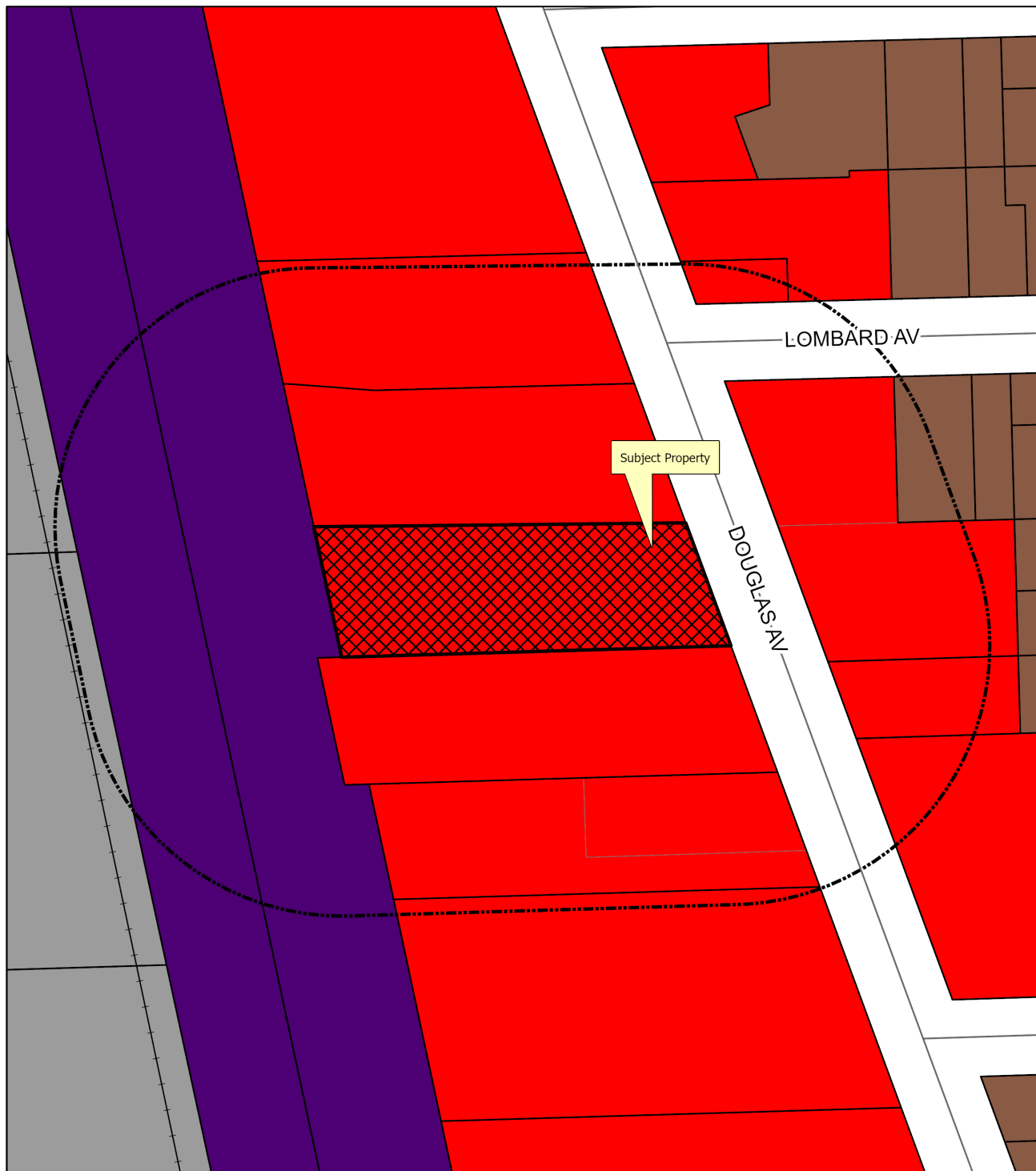
▨ Subject Property  
⋯ Notification Area

0 75 150 300 Feet





## Conditional Use Permit - 3064 Douglas Ave



### Land Use Designation

- |            |   |
|------------|---|
| Commercial | Transportation, Communication and Utilities |
| Industrial | High Density Residential                    |

Tax Parcel Boundary

Street Centerlines

Subject Property

Notification Area

0 75 150 300 Feet



## Site Photos



Looking west at subject property



Looking south from subject property



Looking southeast from subject property



Looking east from subject property



Looking north from subject property