



CITY OF RACINE DEPARTMENT OF CITY DEVELOPMENT STAFF REPORT

Meeting Date: 12/15/2025

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: 3417 Douglas Avenue

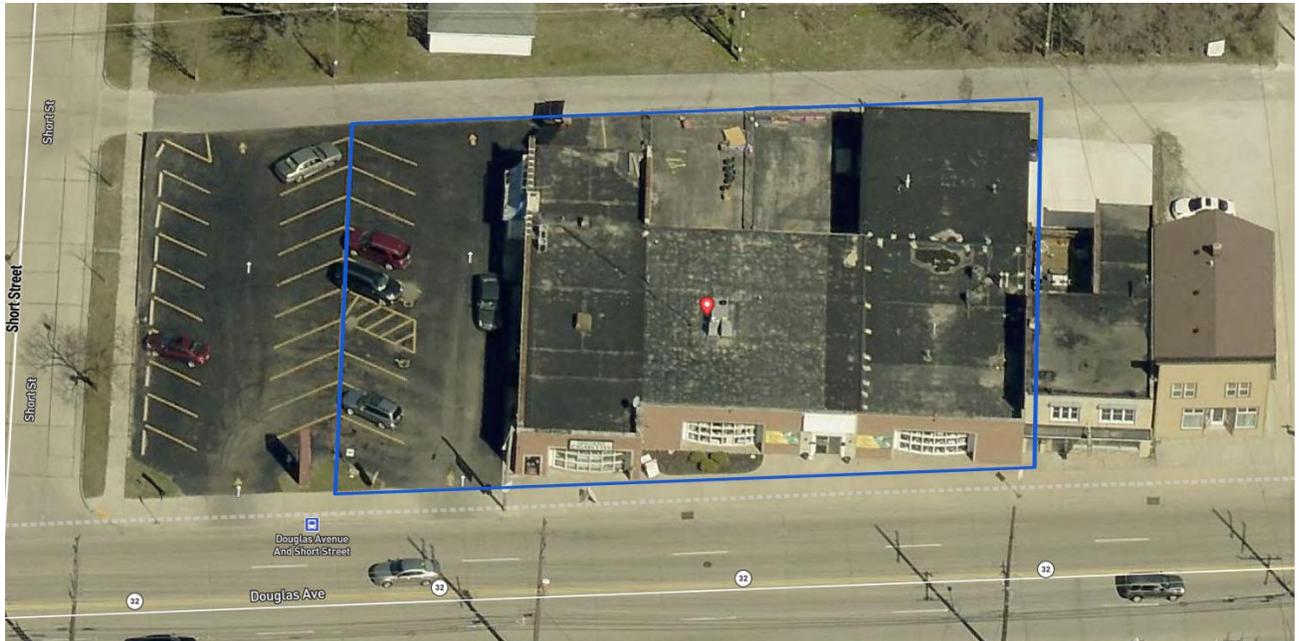
Applicant: Corrina Moody / Michelle Brown

Property Owner: Ajma, LLC

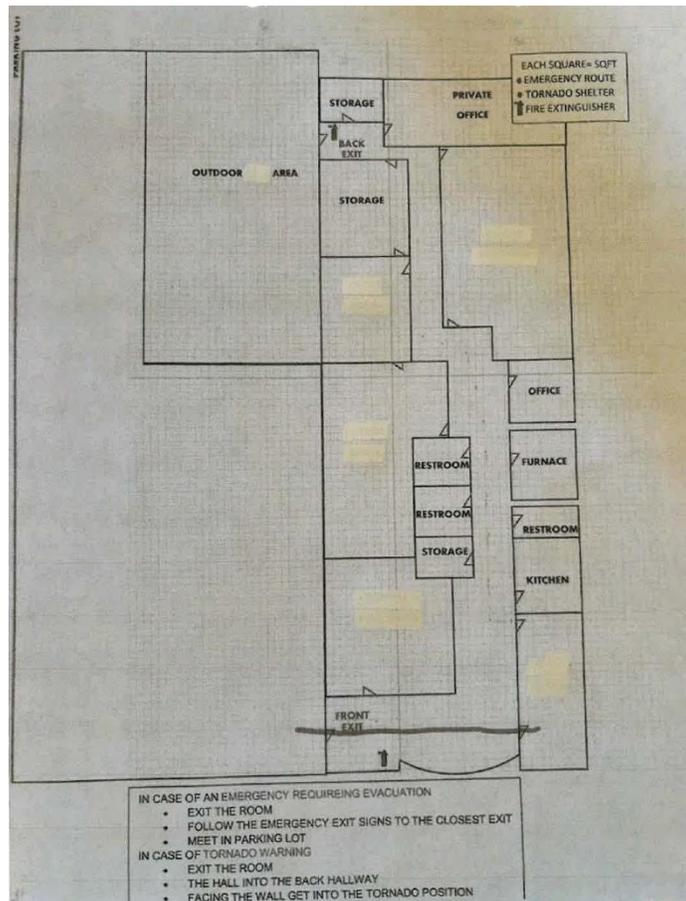
Request: Consideration of a minor amendment to a conditional use permit to expand the operation of an adult daycare center at 3417 Douglas Avenue located in a B-1 Neighborhood Convenience Zone District, as allowed by Sec. 114-155 of the Municipal Code.

BACKGROUND AND SUMMARY: The applicant seeks to utilize the existing commercial space addressed as 3417 Douglas Avenue as an adult daycare center with hours of operation being Monday through Friday 6:00 a.m. to 6:00 p.m. A conditional use permit was originally issued for the property in 2014. This request is just to expand the adult daycare use within the same building and there are no changes being proposed to the operations of the adult day center.

The Zoning Ordinance classifies the adult daycare center as permissible in the B1 Neighborhood Convenience District upon the issuance of a conditional use permit (114-448) – other business uses determined by the planning, heritage and design commission to be of the same general character. Minor amendments to conditional use permits are allowed by Section 114-155 of the Municipal Code.



Birdseye view of the property, tenant space indicated in blue (image from City Pictometry).
North is left.



Floor Plan submitted by the applicant. North is left.

GENERAL INFORMATION

Parcel Number: 18210000

Property Size: 19,776 sq. ft.

Comprehensive Plan Map Designation: Medium Intensity

Consistency with Adopted Plans:

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

- The plan should encourage the redevelopment of older areas and commercial areas.
- 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 redevelopment and infill in areas with existing infrastructure and services, enhancing existing residential, commercial, and industrial areas.

Corridor or Special Design District?: N/A

Historic?: N/A

Current Zoning District: B-1 Neighborhood Convenience

Purpose of 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 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.

Proposed Zoning: No change proposed

Existing Land Use: Adult daycare/retail space

Surrounding Zoning and Land Uses:

North	B-1 Neighborhood Convenience	Parking Lot/Retail
East	R-3 Limited General Residence	Dwelling Units
South	B-1 Neighborhood Convenience	Vacant
West	B-2 Community Shopping	Restaurants

Operations: The existing commercial space at 3417 Douglas Avenue will be used as an adult daycare center with proposed hours being Monday through Friday, from 6:00 a.m. until 6:00 p.m. The facility received a conditional use permit in 2014 and will be expanding the use within the same building. No other changes are being proposed to the operations of the facility.

ANALYSIS:

Development Standards:

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

Standard	Required	Provided
Lot Area	No minimum	19,776 square feet
Lot Frontage	30 feet	166 feet
Floor Area Ratio	2.0 maximum	.51

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

Yard	Required	Provided
Front (west)	0 feet	8 feet
Side (north)	0 feet	39 feet
Side (south)	0 feet	0 feet
Rear (east)	0 feet	8 feet

Building design standards (114-Secs. [735.5](#) & [736](#)): The building on the parcel complies with the requirements of 114.735.5.b.1. This request does not include any new buildings or modifications to the exterior.

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

Current Use Type	Required	Provided
Adult Daycare Center	4	28*
Total	4	28*

*The parking spaces accommodate the entire complex.

Landscaping, screening and yard requirements ([114- Article V](#): Article VII, Div. 6 [Development Standards](#) & 7 [Fences and Walls](#)): No changes are proposed to the landscaping on the site.

Sign Regulations (114-[Article X](#)): Signage is not a part of this request. Any signage for the site would need to follow the requirements of Sec. 114-1078.

Outdoor lighting, signs ([114-Sec. 742](#)): The existing lighting complies with the development standards as it focuses light onto the subject property and not adjacent properties.

Rubbish and trash storage ([114-Article V](#) & [114-740](#)): The building currently receives dumpster collection. The containers are located in the rear of the property, out of public view and meets the intent of the ordinance.

Engineering, Utilities and Access:

Access ([114-1151](#)): Access to the site is provided by Douglas Avenue and the alley from Short Street. The application does not contemplate any changes in access.

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 Planning, Heritage, and Design 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 establishment of an adult daycare center in this existing building is not anticipated to be a detriment to the public. The area is in a mixed-use commercial/residential neighborhood, and the facility has operated as an adult daycare for more than ten years. Expanding this use within the same building will not affect the public health, safety, morals, comfort or general welfare of the neighborhood.

- 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: At this scale and intensity, the use will not generate exterior noise, traffic or odor which would be injurious to other properties in the vicinity. The property has operated as an adult daycare and has been a neighborhood fixture for more than a decade. Expanding an already established use within the same building should not affect the enjoyment of other property in the immediate vicinity or impair property values.

- 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 and organizational structure of the business proposed by the applicant is not expected to negatively impact surrounding properties. The proposed operation details and hours are consistent with other established businesses in the area and the activities conducted by the applicant are less intensive than some uses which are allowed by right in this zoning district. This use has existed inside of this building for more than a decade and expanding the use within the building is not expected to impede the normal and orderly development and improvement of the surrounding property.

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

Staff Comments: The applicant is not proposing any changes to the access, utilities, or drainage. The reuse 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 applicant is not contemplating any changes in access to the site. The ingress and egress will occur from Douglas Avenue and an alley from Short Street.

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

Staff Comments: The Comprehensive Plan calls for a land use pattern that strengthens the character and livability of the City's downtown core, commercial and industrial areas. This business provides an opportunity for an appropriate mix of uses in this area.

- 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 zone district. No exceptions are needed 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, subject to the consent of the applicant.

STAFF RECOMMENDATION: BASED ON THE FINDINGS OF FACT IN THIS REPORT, THAT THE REQUEST BY CORRINA MOODY AND MICHELLE BROWN FOR A MINOR AMENDMENT TO A CONDITIONAL USE PERMIT TO EXPAND THE OPERATION OF AN ADULT DAYCARE CENTER AT 3417 DOUGLAS AVENUE BE APPROVED, SUBJECT TO THE FOLLOWING CONDITIONS:

- a) That the application presented to the Planning, Heritage and Design Commission on December 15, 2025 be approved subject to the conditions contained herein.
- b) That the conditions of approval approved by the Common Council on April 14, 2014 be complied with.
- c) That all required licenses be acquired from the State of Wisconsin.
- d) That the occupant load for clients be no less than 200 square feet of usable floor space for each participant exclusive of passageways, bathrooms, lockers, office, storage areas, staff room, furnace rooms, and parts of rooms occupied by stationary equipment.
- e) That the hours of operation be Monday thru Friday from 6:00 a.m. – 6:00 p.m.
- f) That any changes in signage be submitted to the Department of City Development, Planning Division for review and approval.
- g) That all codes and ordinances are complied with and required permits acquired.
- h) That no major changes be made from the conditions of this permit without approval of the Planning, Heritage and Design Commission.
- i) 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 - 3417 Douglas Ave





Conditional Use Permit - 1417 Douglas Ave



Zoning Designation

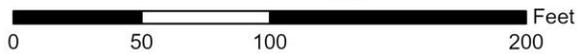
- B-1
- B-2
- R-3

Tax Parcel Boundary

Street Centerlines

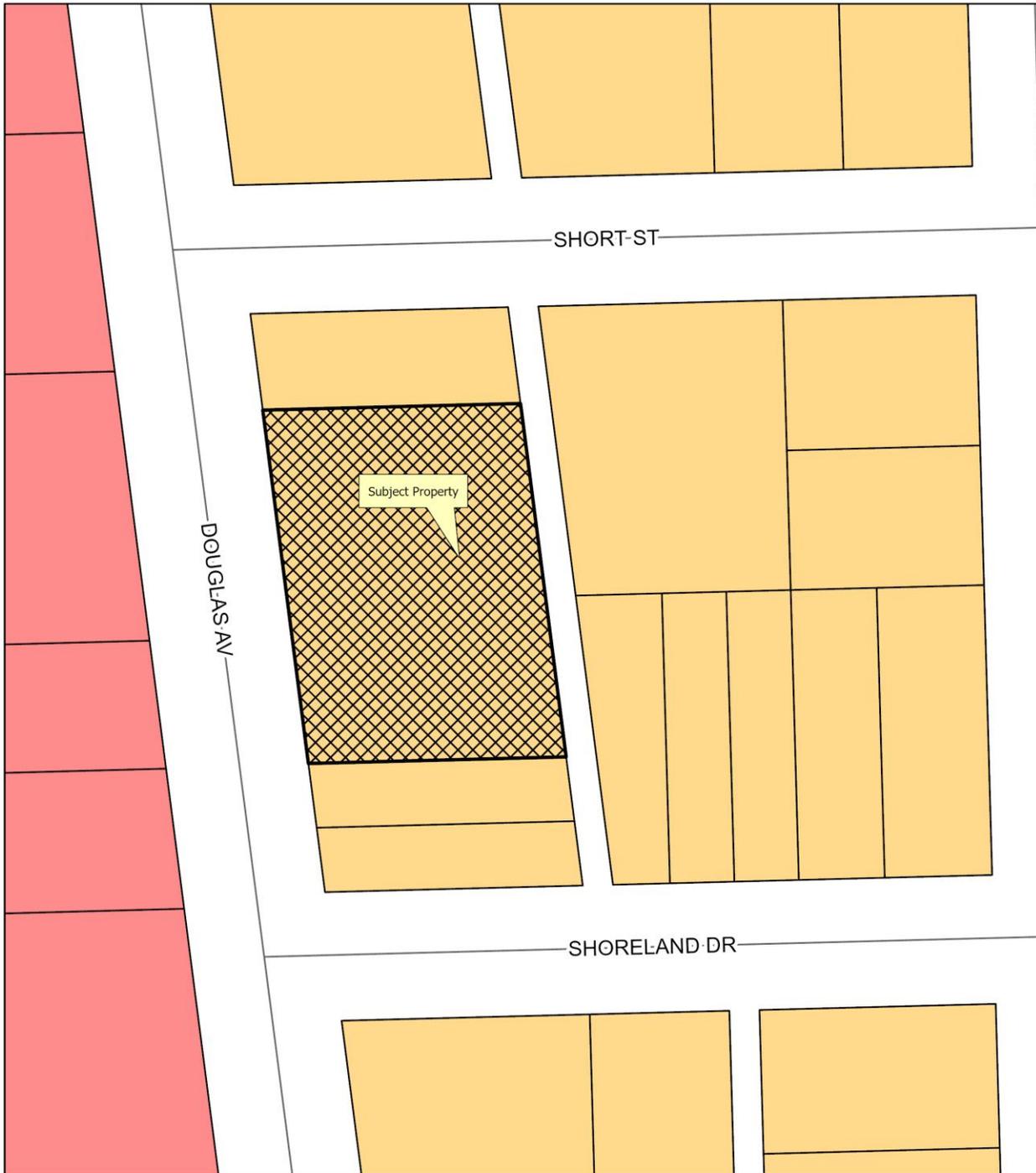
Subject Property

Notification Area





Conditional Use Permit - 3417 Douglas Ave



Land Use Designation
Medium Intensity
High Intensity

Tax Parcel Boundary
Street Centerlines
Subject Property
Notification Area
0 50 100 200 Feet



Site Photos



Looking east at subject property



Looking south down Douglas Avenue



Looking northeast down Douglas Avenue