



CITY OF RACINE DEPARTMENT OF CITY DEVELOPMENT STAFF REPORT

Meeting Date: 3/16/2026

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: Steven Madsen

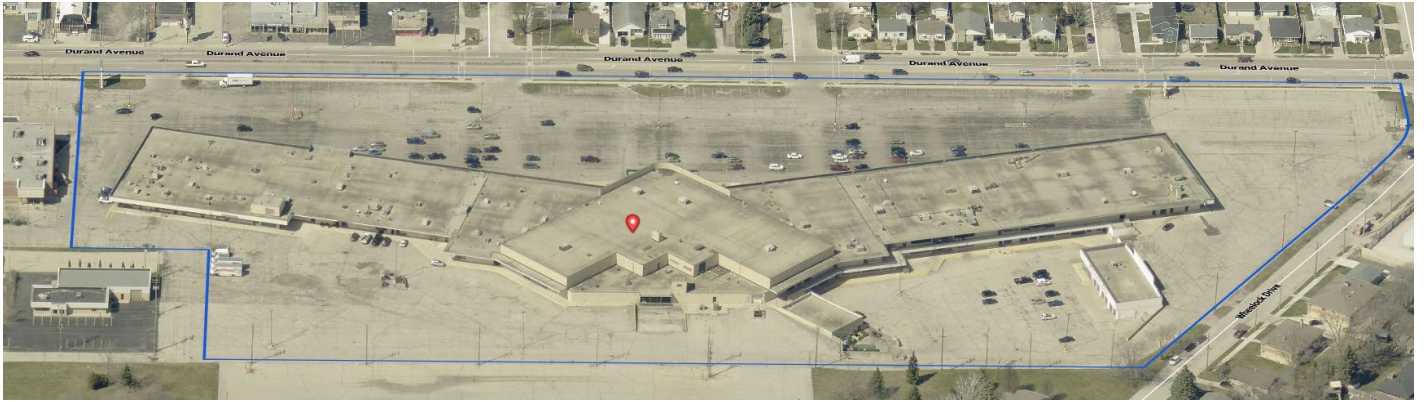
Location: 3701 Durand Ave

Applicant: Manic Dose LLC / Scott Dooley

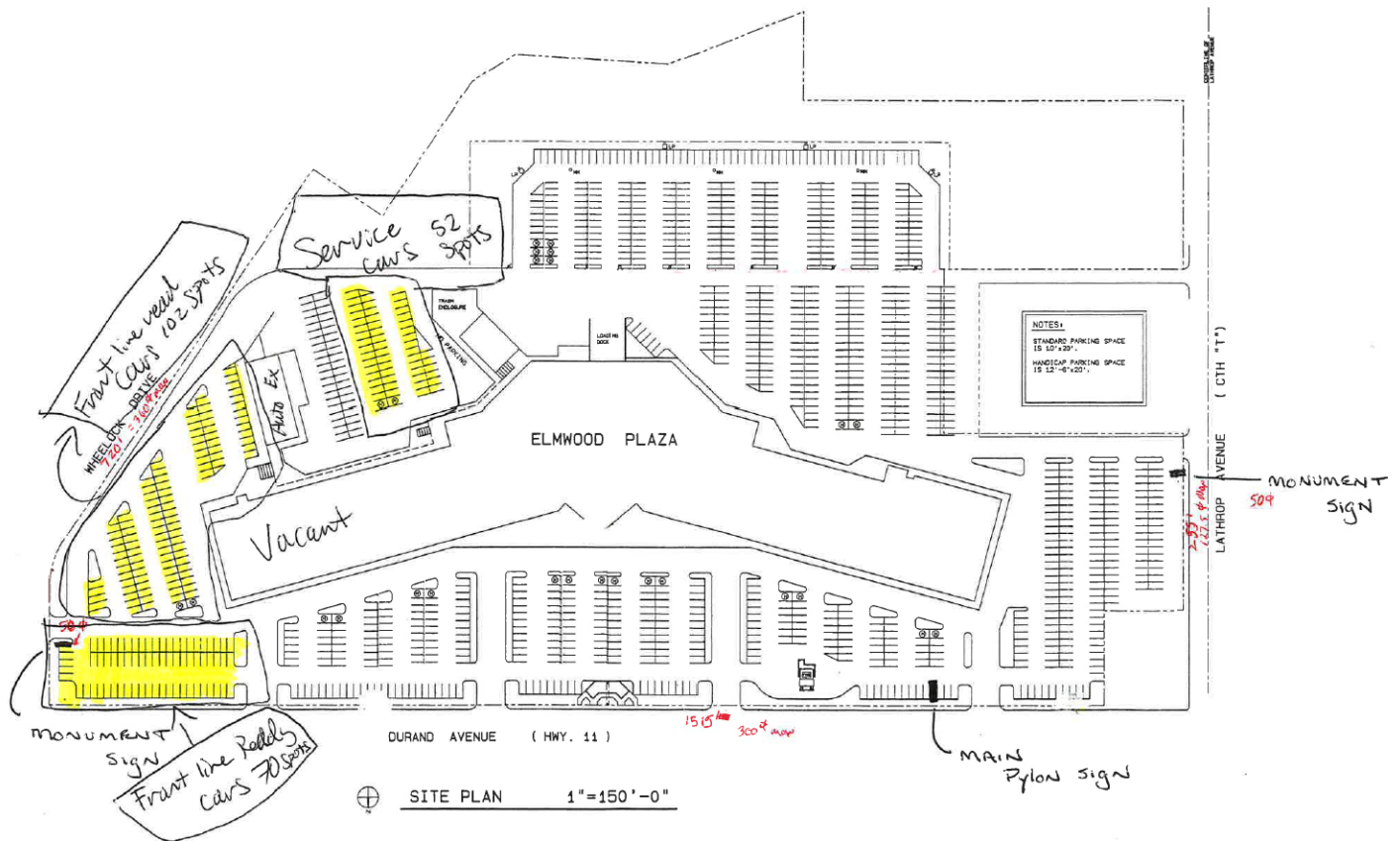
Property Owner: Spring North, Inc

Request: Consideration of a request for a conditional use permit at 3701 Durand Ave, as allowed by Sec. 114-468 of the Municipal Code to operate as car storage and car sales.

BACKGROUND AND SUMMARY: The applicant is asking for a conditional use permit at 3701 Durand Ave to be able to use the building and lot for short-term and long-term car storage for a car sales business. There will be no automotive repair or maintenance on the site as a part of this request and no changes are expected to the site or building.



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



Site plan submitted by the applicant. North to the bottom.

GENERAL INFORMATION

Parcel Number: 23870010

Property Size: 17.74 Acres (GIS)

Comprehensive Plan Map Designation: Medium Intensity

Consistency with Adopted Plans:

The Racine Comprehensive Plan states in its land use goals

- 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-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.

Existing Land Use: Shopping Center

Surrounding Zoning and Land Uses:

North	R-2 Single Family Residence	Detached Dwellings
East	B-2 Community Shopping	Car Repair/Car Sales
South	B-2 Community Shopping	Vacant
West	B-2 Community Shopping	Pharmacy/Retail

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	0	17.74 Acres
Lot Frontage	30 feet	1,425 feet
Floor Area Ratio	4.0 max	.24

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 (South)	0 feet	135 feet
Side (West)	0 feet	36 feet
Side (East)	0 feet	95 feet
Rear (South)	0 feet	60 feet

Building design standards (114-Secs. [735.5](#) & [736](#)): There are no proposed changes to the building and structure. The current structure meets design standards.

Sign Regulations (114-[Article X](#)): Detail on signage is not submitted with this request. There is an existing pole sign where one of the faces could be utilized. Any other signage would need to be submitted an reviewed before permits are pulled.

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

Use Type	Required	Provided
Shopping Center	872	
Total	872	762*

*The parking requirements for the proposed use are not more intense then what is required for existing retail. Since the new use would not require more the property may keep the legal non-conforming number of parking spaces.

Landscaping, screening and yard requirements ([114- Article V](#): Article VII, Div. 6 [Development Standards](#) & 7 [Fences and Walls](#)): The site is almost entirely built out and is currently complying with screening and yard requirements.

Outdoor lighting, signs ([114-Sec. 742](#)): There are no proposed changes to lighting at this time.

Rubbish and trash storage ([114-Article V](#) & [114-740](#)): The proposed storage for trash and rubbish on the property conforms to the requirements of the code.

Engineering, Utilities and Access:

Access ([114-1151](#)): At this time there are no proposed changes to entry and exist access.

Surface drainage ([114-739](#) & Consult Engineering Dept.): At this time there are no changes being proposed to the parking lot.

Sewage disposal and water supply ([114-821](#) & Consult Engineering and S/W Utility): There will be no changes to existing designs. The property conforms to the requirements of the code.

Exceptions to ordinance: N/A.

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 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 proposed use for auto storage and auto sales on its face would seem that it would not endanger public health, safety, or general welfare. Vehicles sitting or parked do so across the community at many establishments whether for sale or privately held, the difference in this instance is the scale and overall space on the lot occupied by the proposal. General welfare and comfort of adjacent lower intensity development is likely to be impacted by this proposal. Parking, selling, and storing this many vehicles will be a departure from current and historical usage of the property and would give the perception that the property is more for bordering on light industrial of heavier intensity commercial given the scale of the proposed operation.

This perception of how a property is used often changes how an area is viewed in terms of future usage for redevelopment, and also to those who live in the area.

- 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: Should the western portion of this property be utilized for passive use as vehicle storage and sales, the idea and intent of this property as a regional commercial destination will

diminish. The property is certainly in transition from when originally built and constructed, but the proposed usage occupies a substantial portion of the property for what many would perceive as storage or salvaging of vehicles. While that is not believed to be the intent of the applicant, the likely potential perception that is true, and the impact a use of this scale will have on adjacent properties and the future redevelopment of the subject property, would be difficult to overcome.

Installation of fencing to potential conceal or screen the use would further the potential perception that this property is being used as a salvage or industrial facility on the western portion of it. Even if no screening were installed/proposed, the sheer volume and scale of this proposed use is something adjacent low intensity, low density, residential development would readily view; the introduction of this usage as contemplated is likely to limit future redevelopment potential of this property.

3) The establishment of conditional use will not impede the normal and orderly development and improvement of the surrounding property for uses permitted in the district.

Staff Comments: In this instance, the use is proposed to occupy western portions of this property's parking areas. While the current applicant and potential future holders of a conditional use permit would have the best intentions for an auto sales business, at this proposed scale and intensity, questions are likely to arise on the actual usage of this property. At the scale and overall capacity proposed, the quantity and state of repair of the vehicles would require constant monitoring to ensure the facility did not appear from a passerby or casual observer to be that of an auto auction lot or salvage facility.

Installation of fencing to mitigate any appearance concerns would elevate this concern as the property would look more so like a salvage facility as opposed to a space for vehicles to be purchased and sold. The shopping center is surrounded by low density residential development on almost all sides and vehicle sales, and storage of this proposed scale would be disproportionate in intensity. While the mall/plaza aspect of the property has seen much less usage in recent years, in that scenario, the parking lot saw constant turnover as people purchased goods/services and left or workers left at the end of their shifts for the day.

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 for the site. The reuse of this site 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: This site has sufficient points of ingress and egress. The off-street parking spaces are adequate to accommodate the proposed use.

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 for medium intensity states: “Residential multi-unit and neighborhood-oriented commercial uses are desirable along with mixed use developments inclusive of residential units in the Medium Intensity neighborhood Land Use Category. These uses should generally support the local neighborhood or provide broader community amenities without disrupting the local neighborhood. “

Mixing a usage of this intensity and scale with the existing uses at the moment, appears to be a stark juxtaposition from a land use perspective.

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: If approved, it is expected that this establishment will operate in accordance with the applicable regulations for this zone district. No exceptions have been requested with this application.

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.
5. Defer with a continuance of the public hearing to a date certain, subject to the consent of the applicant.

STAFF RECOMMENDATION: THAT BASED ON THE FINDINGS OF FACT IN THIS REPORT, THE REQUEST FROM MANIC DOSE LLC REPRESENTED BY SCOTT DOOLEY, SEEKING A CONDITIONAL USE PERMIT, TO ALLOW FOR CAR STORAGE AND CARE SALES AT 3701 DURAND AVE, BE DENIED.

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 - 3701 Durand Ave



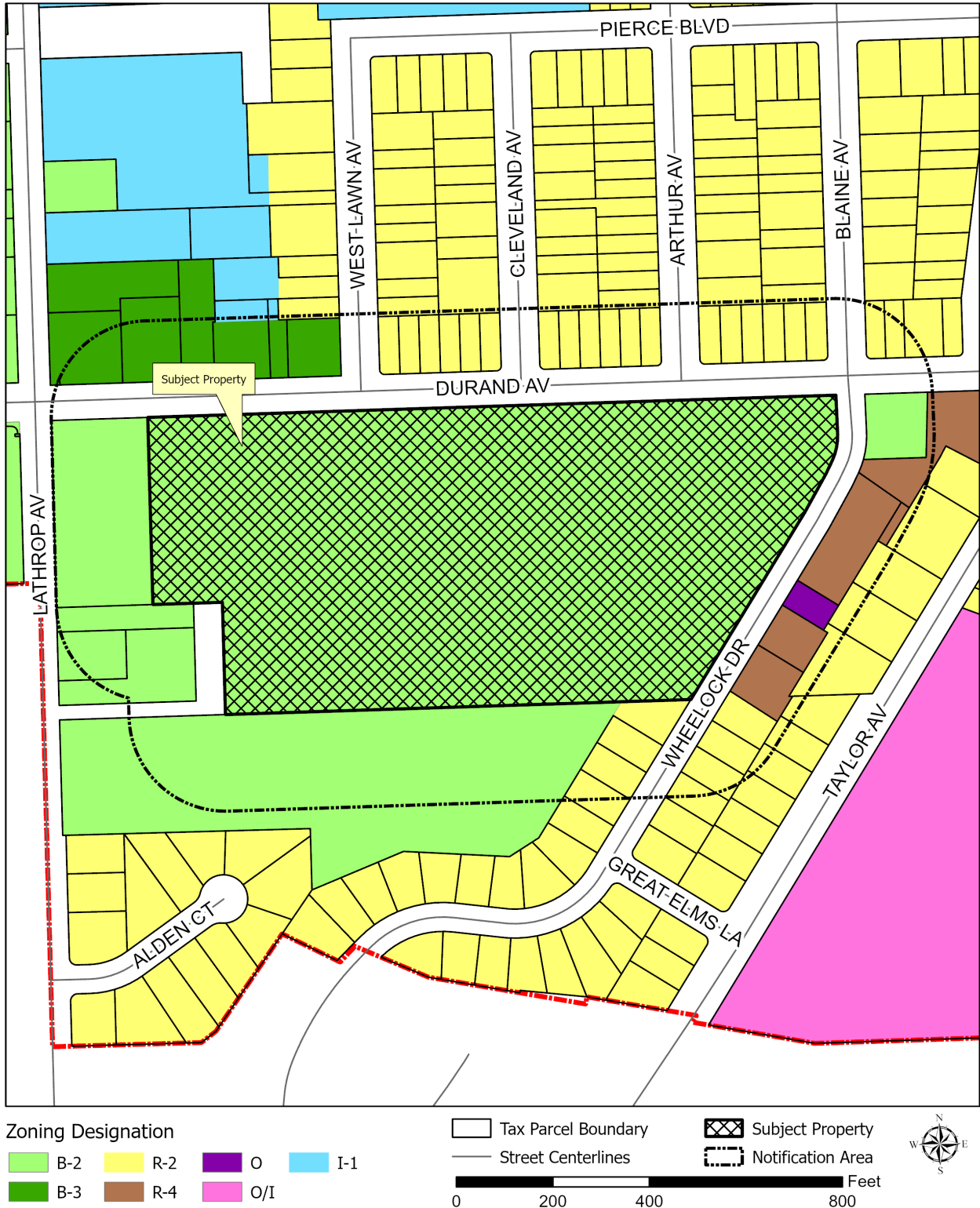


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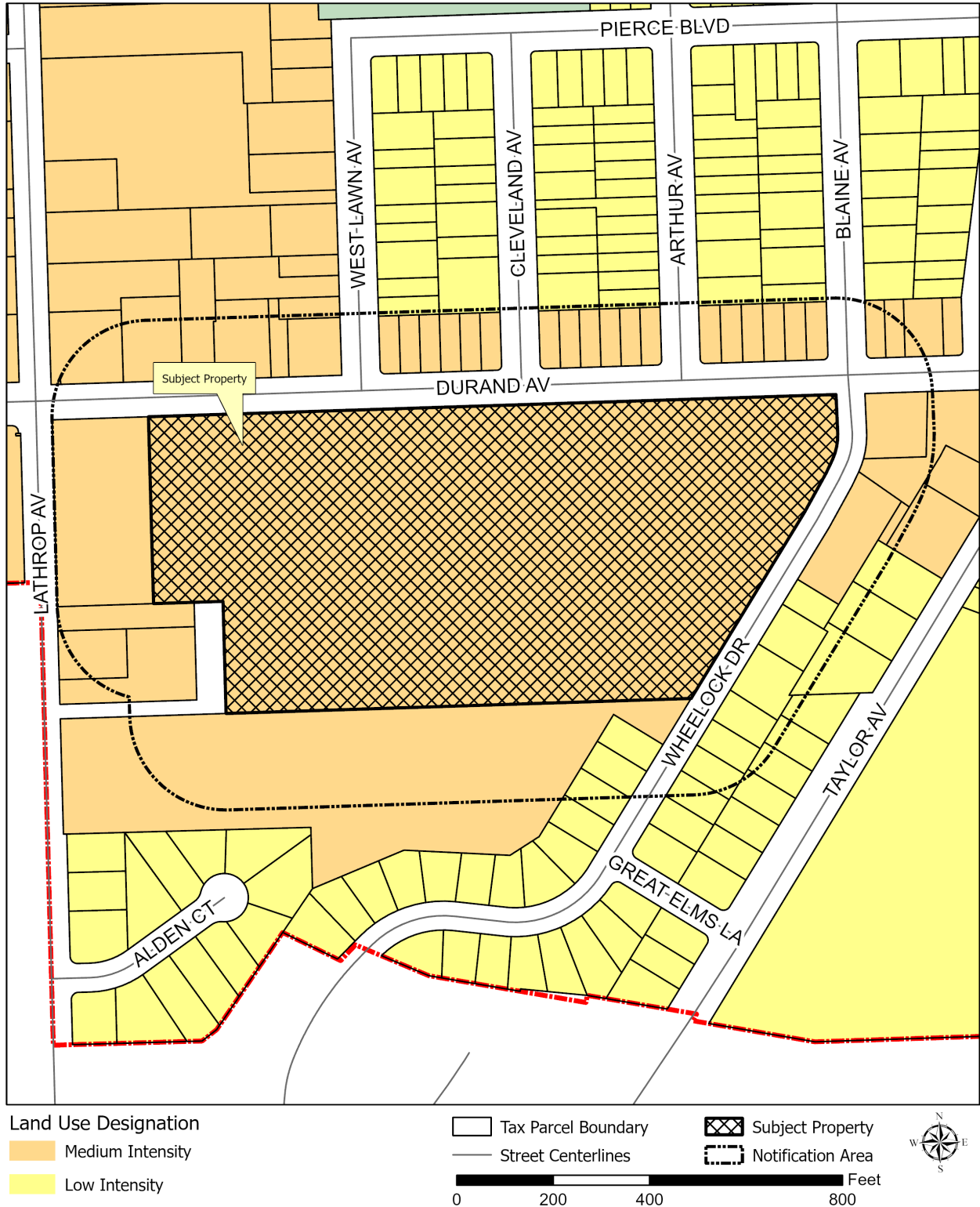


Conditional Use Permit - 3701 Durand Ave





Conditional Use Permit - 3701 Durand Ave



Site Photos



Looking West at subject property



Looking South at subject property



Looking East down Durand Ave



Looking East behind subject property