



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

**Meeting Date:** 6/1/2026

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

**Case Manager:** Michelle Cook

**Location:** 1950 Taylor Avenue

**Applicant:** Dixit Patel

**Property Owners:** Shiven LLC

**Request:** Consideration of a request to rezone the property at 1950 Taylor Avenue from B1 Neighborhood Convenience District and R3 Limited General Residence to B2 Community Shopping District as allowed by Sec. 114-77 of the Municipal Code.

**BACKGROUND AND SUMMARY:** The applicant seeks to rezone the property located at 1950 Taylor Avenue to B2 Community Shopping District to accommodate a neighborhood serving retail store offering a broader range of convenience goods and packaged items. The area surrounding the property is zoned R3 Limited General Residence District, R4 General Residence District, and B1 Neighborhood Convenience District.



Birdseye view of the properties, outlined in blue (image from City Pictometry). North is up.

## GENERAL INFORMATION

**Parcel Number:** 14011000

**Property Size:** 118,527 square feet

**Comprehensive Plan Map Designation:** Medium Intensity

**Consistency with Adopted Plans:**

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

- The Medium Intensity Future Land Use Category should provide a diverse mix of housing options and neighborhood amenities at a density appropriate to support neighborhood-oriented commercial uses, high levels of walkability, public transit access, and make full use of utility infrastructure.
- Commercial uses should enhance the local pattern of neighborhood character.

**Corridor or Special Design District?:** Taylor Avenue Corridor District

**Historic?:** No

**Current Zoning District:** B1 Neighborhood Convenience District

**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 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.

**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.

**Proposed Zone District:** B2 Community Shopping District

**Intent of proposed Zone District:** The B2 community shopping district is intended to accommodate the needs of a much larger consumer population that 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:** Vacant (previously used as a hardware store)

**Surrounding Zoning and Land Uses:**

<b>North</b>	R-3 Limited General Residence R-4 General Residence	Dwelling Units
<b>East</b>	R-4 General Residence	Dwelling Units
<b>South</b>	B-1 Neighborhood Convenience	Event Facility
<b>West</b>	R-3 Limited General Residence	Dwelling Units

**ANALYSIS:**

Development Standards (under the proposed zoning):

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

Standard	Required	Provided
Lot Area	No minimum	118,527 sq. ft.
Lot Frontage	30 feet	116 feet
Floor Area Ratio	4.0 maximum	0.10

**Building design standards** (114-Secs. [735.5](#) & [736](#)): N/A – the building is already existing and there are no changes or additions being contemplated at this time.

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

**Landscaping, screening and yard requirements** ([114- Article V](#): Article VII, Div. 6 [Development Standards](#) & 7 [Fences and Walls](#)): If the Planning, Heritage and Design Commission approves the rezoning and the property is used for a parking lot, the property would be required to provide screening to the residential properties to the north and east by use of a wall, fence, or densely planted hedging.

**Sign Regulations** (114-[Article X](#)): Signage is not a part of this request.

**Outdoor lighting, signs** ([114-Sec. 742](#)): N/A There are no changes to lighting being proposed with the rezoning request.

**Rubbish and trash storage** ([114-Article V](#) & [114-740](#)): N/A Trash is not proposed to be stored on the lot with the rezoning request.

## **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 area surrounding the property is a mix of commercial and residential uses. The property is mainly surrounded by residential zoning to the west, north, and east with low intensity commercial uses (e.g. a funeral home down the street on Taylor Avenue and an event space on the corner of Taylor Avenue and 20<sup>th</sup> Street).

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

Staff Comments: The zoning of the area of the property in question ranges from R3 Limited General Residence District, R4 General Residence District, and B1 Neighborhood Convenience District. The nearest B2 Community Shopping zone district is several blocks away, on the corner of Eighteenth Street, and surrounded by either commercial or industrial zoning. The property in question is surrounded mostly by residential properties. The zoning district is not appropriate for the residential area, and not compatible with the commercial zoning designations in the area.

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

Staff Comments: The lot proposed for the rezoning to the B2 Community Shopping was established and operated as B1 Neighborhood Convenience District for several decades. Uses in the B2 Community Shopping District include catering establishments, clinics, restaurants with music and entertainment, etc. These uses are often established in areas that can handle the traffic demands, not surrounded by a residential neighborhood. The commercial zoning along Taylor Avenue is B1 and expanding a B2 zoning classification into this area would disrupt the already established commercial development along Taylor Avenue and the residential area surrounding.

**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: The commercial area on Taylor Avenue is zoned B1 Neighborhood Convenience District for several blocks. Since this area was developed for neighborhood commercial use, the trend of development does not conform to the proposed rezoning of this property. It has been the City's practice not to treat single parcels differently than that of the surrounding area when considering

redevelopment. Further, the commercial uses listed on the application are allowed in the B1 Neighborhood Convenience District.

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

Staff Comments: The comprehensive plan for the City of Racine calls for the property to be “medium intensity” with both medium and low intensity land use designations surrounding. The proposed increase in zoning would encroach into the already established and existing commercial framework of Taylor Avenue. The Comprehensive Plan for the City of Racine: 2050 states that development in this area should support neighborhood-oriented commercial uses and preserve the neighborhood character. The Taylor Avenue corridor has always maintained a development pattern that supported the lower intensity commercial zoning (B1). Changing one single property to be of higher intensity commercial use would disrupt this framework and not be compatible with surrounding uses and development.

**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.

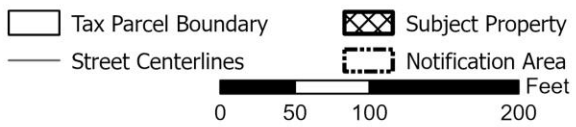
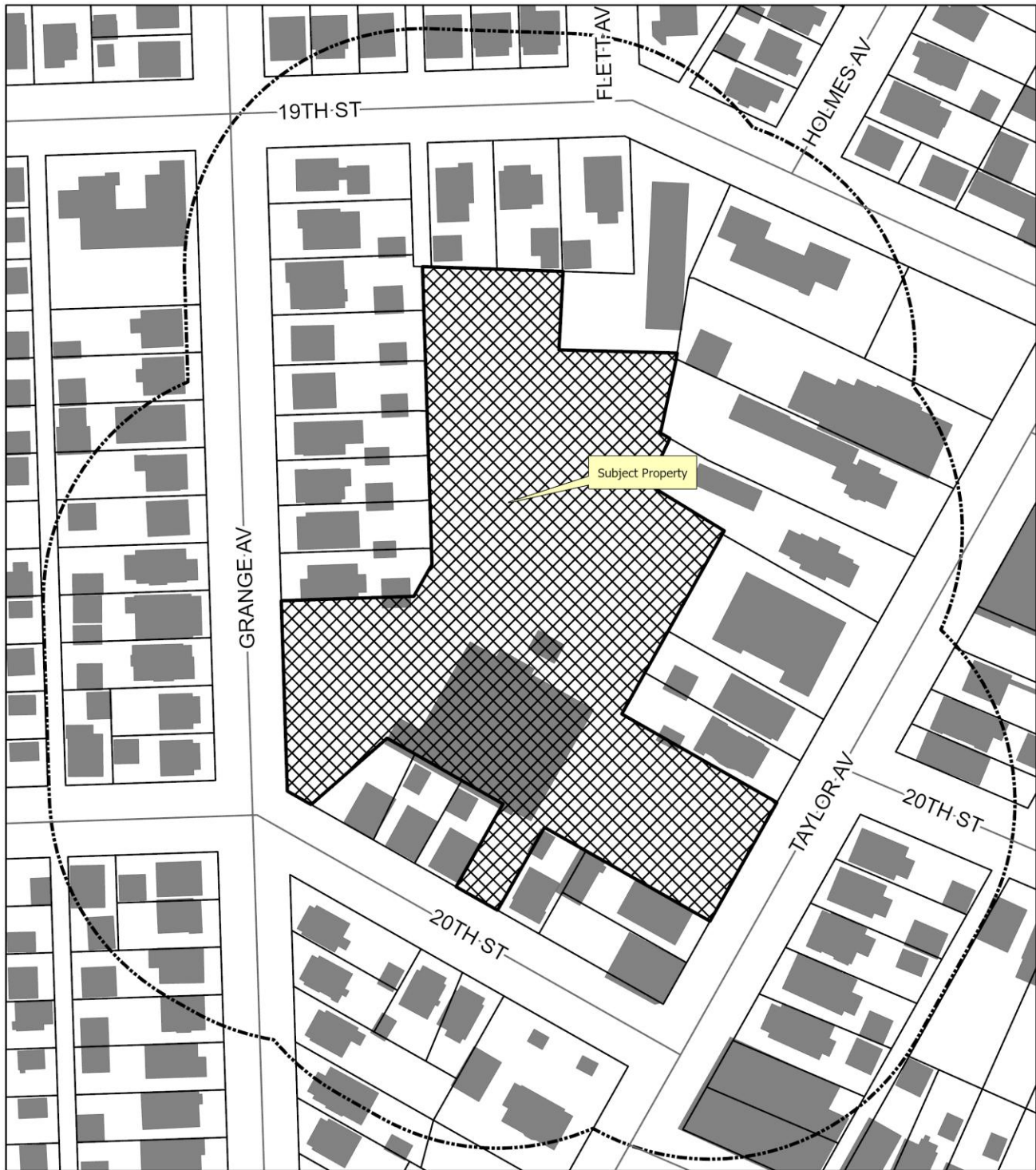
**STAFF RECOMMENDATION:** THAT THE REQUEST FROM DIXIT PATEL TO REZONE THE PROPERTY AT 1950 TAYLOR AVENUE FROM B1 NEIGHBORHOOD CONVEIENCE DISTRICT AND R3 LIMITED GENERAL RESIDNECE DISTRICT TO B2 GENERAL COMMERCIAL DISTRICT BE DENIED.

**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).

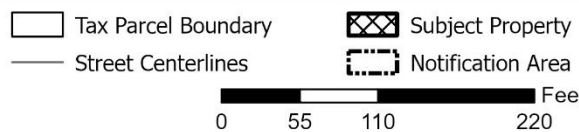
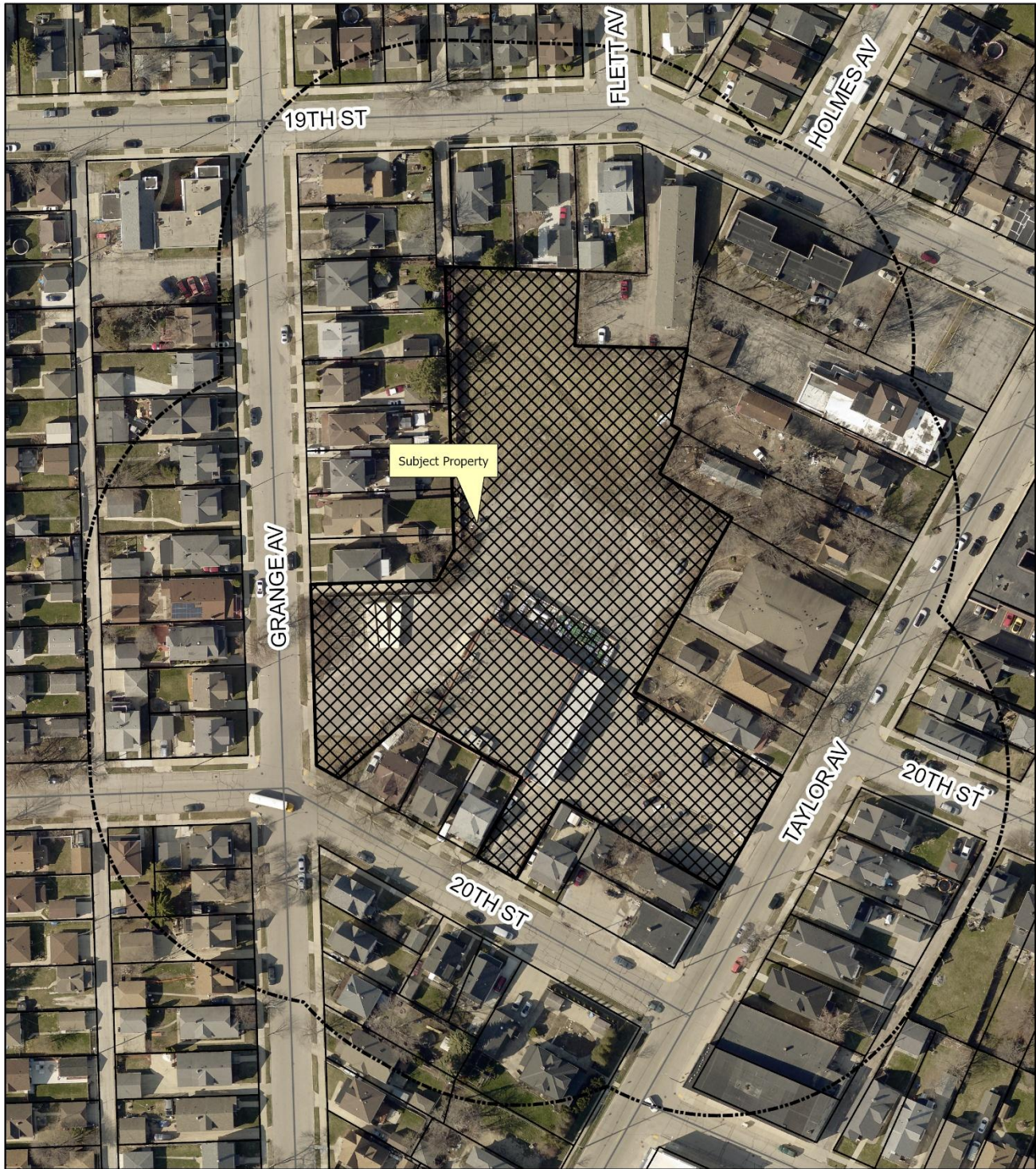


# Zone Change - 1950 Taylor Ave



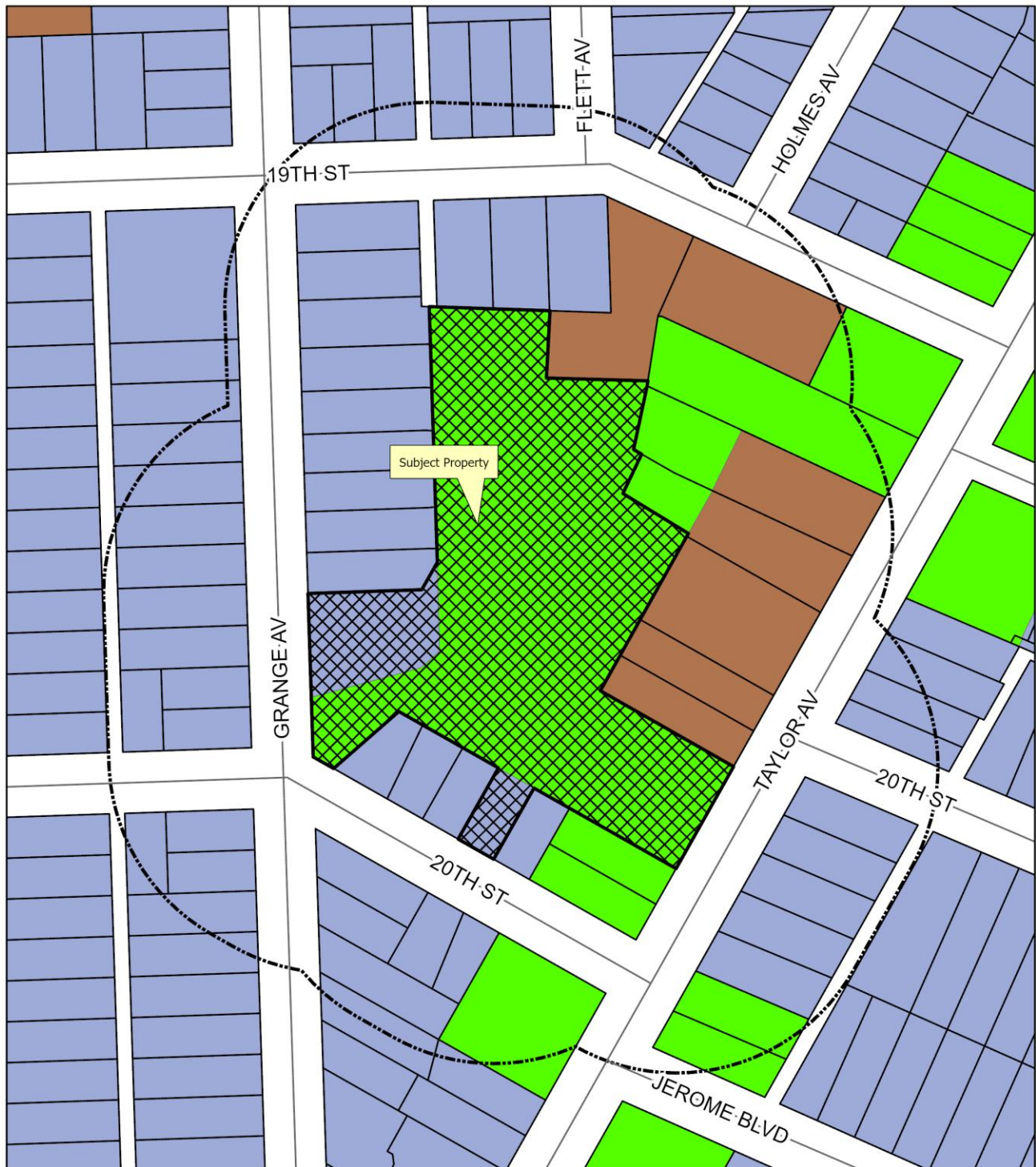


# Zone Change - 1950 Taylor Ave





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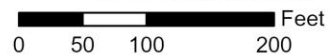


Zoning Designation

- B-1 (Green)
- R-3 (Blue)
- R-4 (Brown)

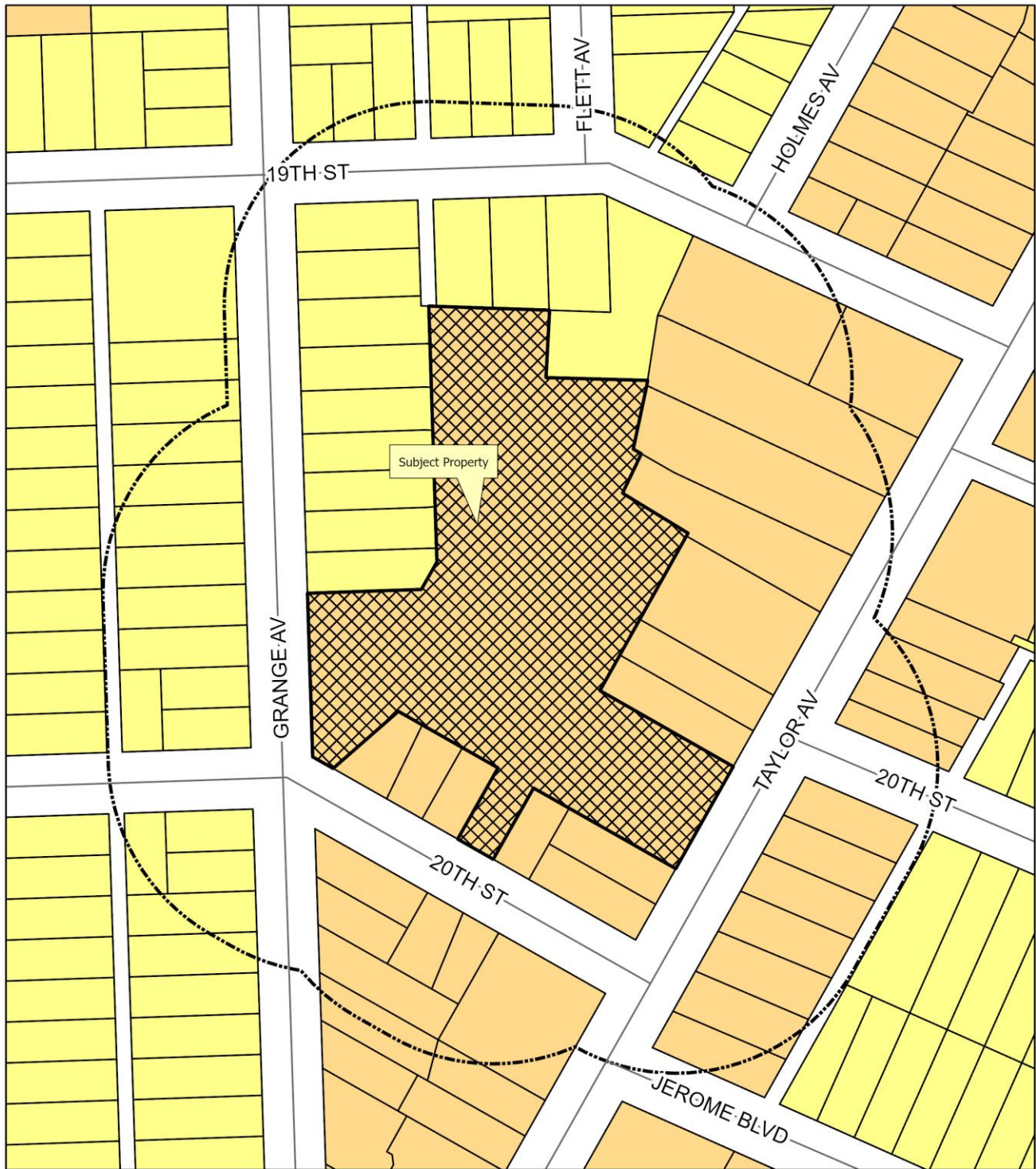
- Tax Parcel Boundary (Thin black line)
- Street Centerlines (Dashed black line)

- Subject Property (Cross-hatch pattern)
- Notification Area (Dotted black line)





# Zone Change - 1950 Taylor Ave



Land Use Designation  
Low Intensity  
Medium Intensity

Tax Parcel Boundary  
Street Centerlines  
Subject Property  
Notification Area

0 50 100 200 Feet



Site Photos



Looking West at Subject Property



Looking North from Subject Property



Looking East from Subject Property



Looking South from Subject Property