



**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

Case Manager: Steven Madsen

Location: 1500 Durand Ave

Applicant: Dwight Geisler

Property Owner: Racine Durand, LLC

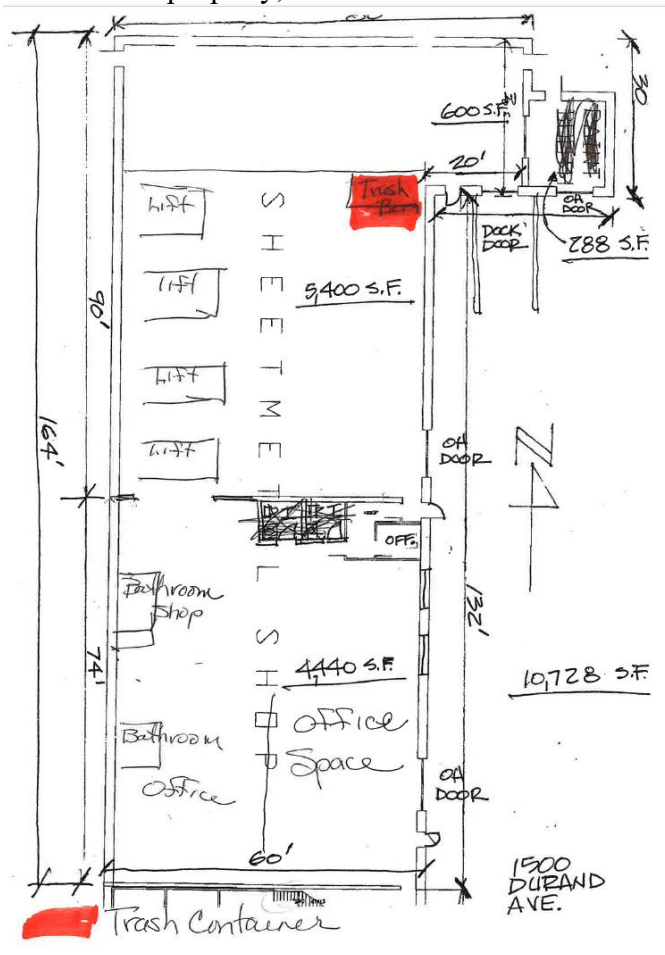
Request: Consideration of a request from Dwight Geisler for a conditional use permit to operate an Auto Repair Shop at 1500 Durand Ave located in a I-2 General Industrial Zone District, as allowed in Section 114-588 of the Municipal Code.

BACKGROUND AND SUMMARY: The applicant seeks to utilize 1500 Durand Ave as an auto repair shop. The shop would be open Monday thru Saturday 7:00 a.m. – 6:00 p.m. and will have 4-5 employees. They expect there will be an average of 10 to 15 vehicles on the lot related to the business.

The Zoning Ordinance classifies this proposed use (Auto Repair Shop) as permissible in the I-2 General Industrial Zone District upon the issuance of a conditional use permit (114-588).



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



Floor plan, submitted by the applicant.

GENERAL INFORMATION

Parcel Number: 16858010

Property Size: 54,189 square feet

Comprehensive Plan Map Designation: High Intensity

Consistency with Adopted Plans:

The Racine Comprehensive Plan states that:

- 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: I-2 General Industrial

Purpose of Zone District: The I-2 general industrial district is intended to accommodate those industrial activities which may produce moderate nuisances or hazards in areas that are relatively remote from residential and commercial development.

Proposed Zoning: No change proposed

Existing Land Use: Auto Repair Shop

Surrounding Zoning and Land Uses:

North	I-2 General Industrial	Manufacturing
East	I-2 General Industrial	Service Office
South	I-2 General Industrial	Commercial
West	B-3 General Commercial	Auto Repair

ANALYSIS:

Development Standards:

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

Standard	Required	Provided
Lot Area	NA	54,189 square feet
Lot Frontage	NA	177 feet
Floor Area Ratio	4.0 maximum	.319

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	21 feet
Side (West)	0 feet	8 feet
Rear (North)	0 feet	12 feet
Rear (West)	0 feet	71 feet

Building design standards (114-Secs. [735.5](#) & [736](#)): The design of the building complies with the design standards required by the code.

Sign Regulations (114-[Article X](#)): The location of the signpost was shown on the site plan. No sign design was submitted with this application. Any changes to exterior signage would require approval.

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

Use Type	Required	Provided
Auto Repair Shop	76*	
Total	0*	31+

*Since this use does not require an amount of parking that would “exceed those for the existing use” there are no requirements for additional parking at this time.

Landscaping, screening and yard requirements ([114- Article V](#): Article VII, Div. 6 [Development Standards](#) & 7 [Fences and Walls](#)): The site is almost entirely developed and there are no planned changes to landscaping.

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

Rubbish and trash storage ([114-Article V](#) & [114-740](#)): Trash is proposed to be stored inside thus meeting the screening requirements.

Engineering, Utilities and Access:

Access ([114-1151](#)): There are no proposed changes to the ingress and egress of the site and existing infrastructure should be adequate.

Surface drainage ([114-739](#) & Consult Engineering Dept.): The reuse of this existing building is not expected to alter drainage for the 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 service this area.

Exceptions to ordinance: No exceptions are required for this conditional use.

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 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 applicant proposes to conduct the activities within the confines of the building. The establishment of an Auto Repair Shop in this existing building is not anticipated to be a detriment to the public. Similar uses have been in this location in the past without detriment. Auto repair operations at this location will not be a danger to public health, comfort, or general welfare.

- 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. Similar uses have existed in this location before and is not expected impair property values within the neighborhood. Reuse of this property is consistent with the goals of the Racine Comprehensive Plan in that current infrastructure and services will be utilized. Establishment of this business, as described by the applicant, does not appear to diminish the use, enjoyment, or value of property in the neighborhood.

- 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 proposed use and organizational structure of the business proposed by the applicant is not expected to negatively impact surrounding properties. The use as auto repair shop has existed here in the past and will not impede normal and orderly development.

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

Staff Comments: The applicant is not contemplating any changes to the access, utilities, or drainage for the site. The reuse of the 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: Ingress and egress will remain unchanged and are anticipated to be adequate based on the proposed usage of the property.

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 which strengthens the character and livability of the City's commercial, and industrial areas. The business will reuse a portion of a building that would otherwise remain vacant. The continued use of this building for auto repair is preferable to auto repair being located in buildings that require adaptive reuse.

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 zoning district. No exceptions are needed with 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.

STAFF RECOMMENDATION: BASED ON THE FINDINGS OF FACT IN THIS REPORT, THAT THE REQUEST FROM DWIGHT GEISLER SEEKING A CONDITIONAL USE PERMIT TO OPERATE AN AUTO REPAIR SHOP AT 1500 DURAND AVE BE APPROVED, SUBJECT TO THE FOLLOWING CONDITIONS:

- a) That the plans presented to the Planning Heritage and Design Commission on June 1, 2026 be approved subject to the conditions contained herein.
- b) That all codes and ordinances are complied with and required permits acquired.

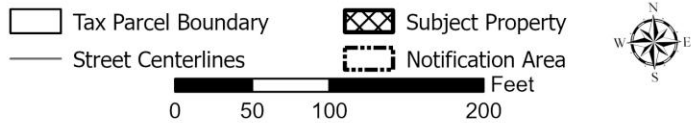
- c) That a detailed sign plan be submitted to the Department of City Development for review and approval prior to the issuance of a sign permit.
- d) That no tires or car parts be stored outside.
- e) That there not be more than 15 vehicles waiting for repair stored on site.
- f) That no minor changes 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.
- g) 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).

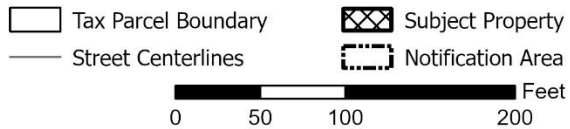


Conditional Use Permit - 1500 Durand Ave





Conditional Use Permit - 1500 Durand Avenue





Conditional Use Permit - 1500 Durand Avenue



Zoning Designation

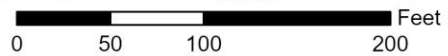
- R-2
- I-2
- B-3

Tax Parcel Boundary

Street Centerlines

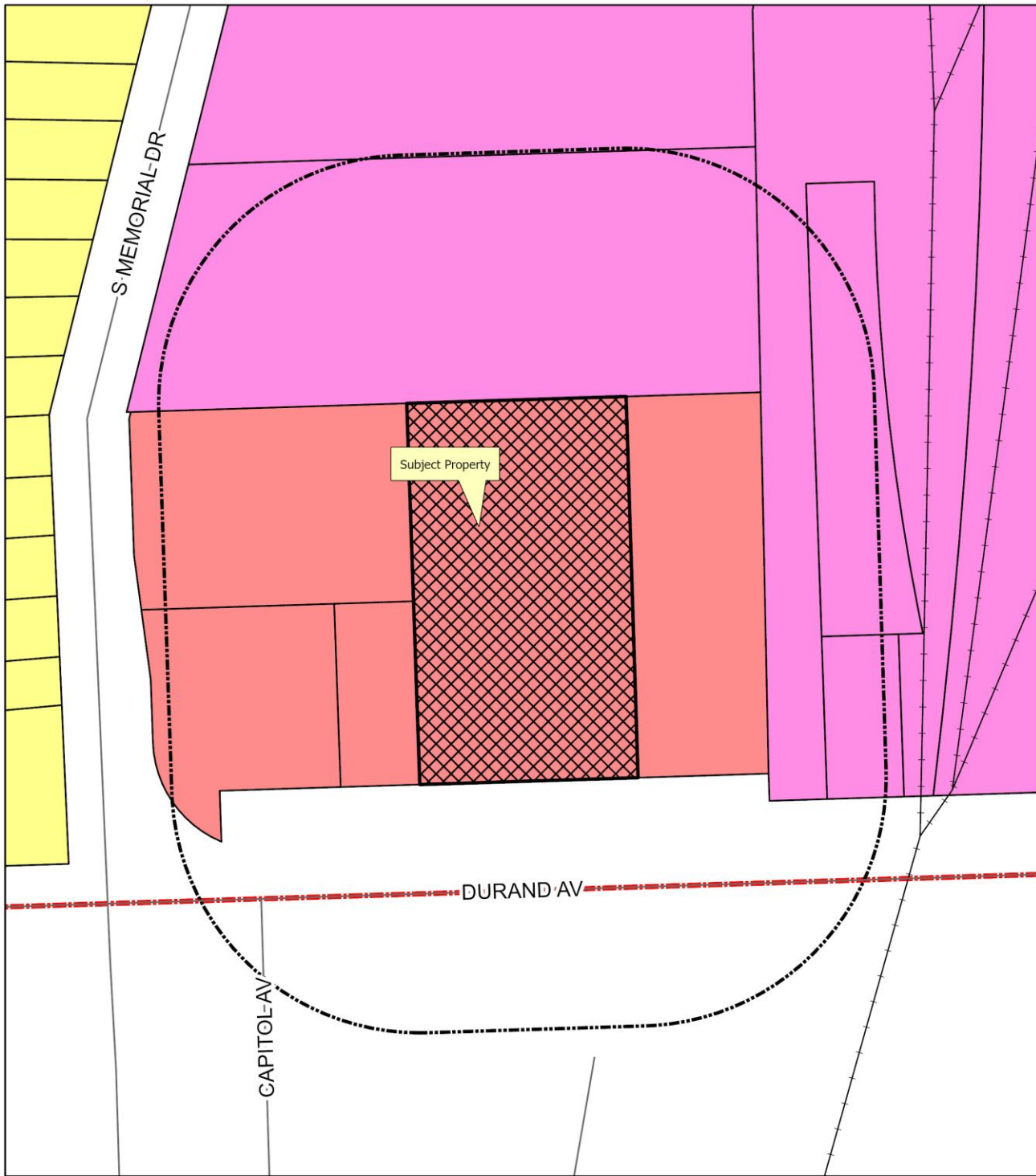
Subject Property

Notification Area





Conditional Use Permit - 1500 Durand Avenue



Land Use Designation
Low Intensity High Intensity Industrial

Tax Parcel Boundary Subject Property
Street Centerlines Notification Area

0 50 100 200 Feet



Site Photos



Looking East from property



Looking North at property



Looking North West at the Subject Location



Looking South across Durand



Looking West down Durand