



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

Meeting Date: 5/4/2026

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: 4020 Durand Ave

Applicant: Aura Senior Living LLC / Parit Patel

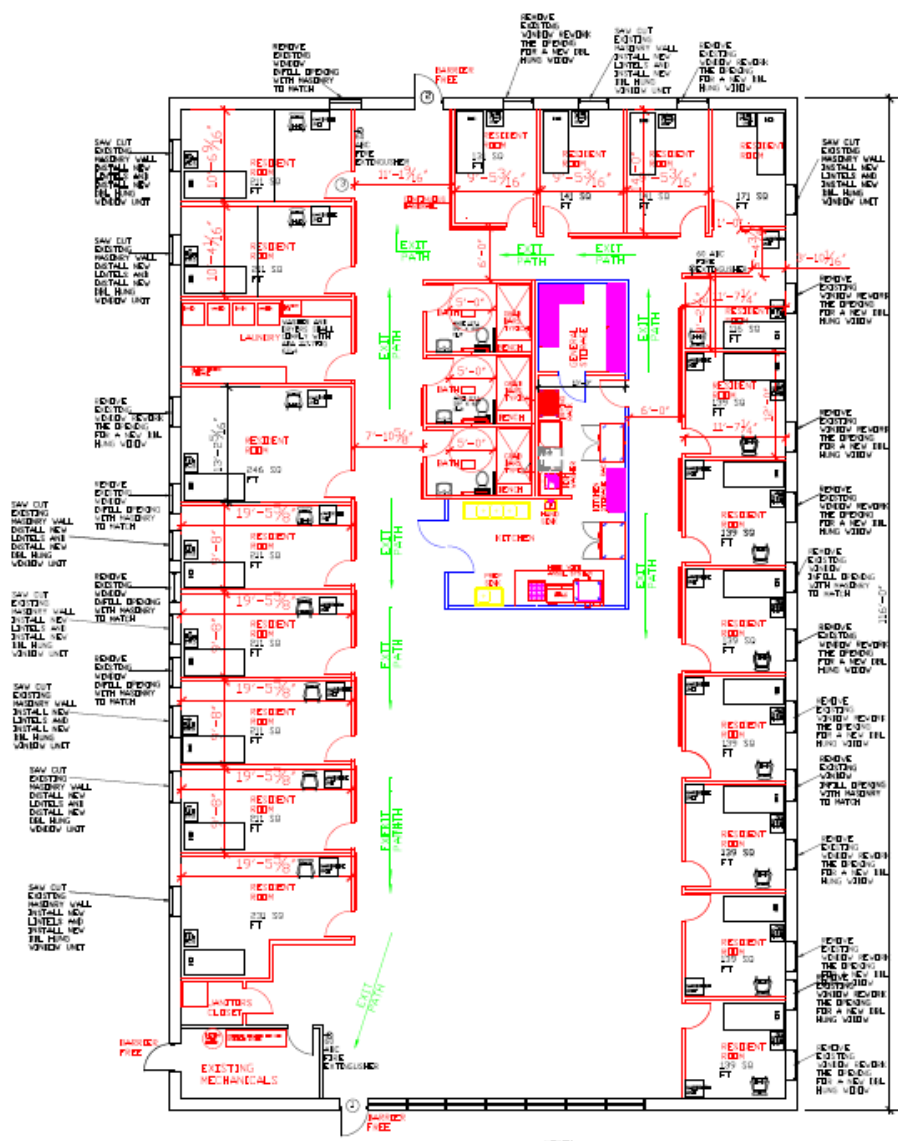
Property Owner: Rama, LLC

Request: Consideration of a request for a conditional use permit at 4020 Durand Ave, as allowed by Sec. 114-468 of the Municipal Code to operate as an assisted living facility.

BACKGROUND AND SUMMARY: The applicant is proposing to turn what was previously the social security building into an assisted living facility. The facility would provide 24 hour care for up to 22 residents. They expect to have 25 employees to provide 24 hour round the clock care.



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



FLOOR PLAN EXIT PLAN
 1/4" = 1'-0"

ENTIRE BUILDING SHALL BE
 SPRINKLERED PROTECTED

EXISTING BUILDING 70'-0" X 116'-0" = 8120 GROSS SQ FT

OCCUPANCY CALCULATIONS
 PROPOSED RESIDENCE

DINING AND RECREATION 90
 SQ FT PER RESIDENCE
 TYPICAL SINGLE RESIDENT

REVISIONS

WILLIAM A MORRIS ARCHITECT LLC
 5313 87TH PLACE
 PLEASANT PRAIRIE WI, 53158

PROPOSED NEW CBRF FACILITY
 4020 DURRAND AVENUE
 RACINE WI, 53403

A7

Floor plan submitted by the applicant. North to the top.

GENERAL INFORMATION

Parcel Number: 23000014

Property Size: .5606 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: Office

Surrounding Zoning and Land Uses:

North	R-2 Single Family Residence	Detached Dwellings
East	B-2 Community Shopping	Retail/Bakery
South	B-2 Community Shopping	Mixed Retail/Office
West	B-2 Community Shopping	Bank

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	.5606 Acres
Lot Frontage	30 feet	180 feet
Floor Area Ratio	4.0 max	.33

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	12 feet
Side (West)	0 feet	10 feet
Side (East)	0 feet	51 feet
Rear (North)	0 feet	50 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 no signage on the site currently any signage would need to be submitted and approved before a permit could be issued.

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

Use Type	Required	Provided
Shopping Center	8	
Total	8	23

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 proposal has a large number of beds when compared to the residential nearby. The large commercial building with its larger commercial parking will help mitigate the potential impact of this type of use on the public. The number of staff that would be utilized for the use would also prevent it from endangering the public.

- 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 use of this property as an assisted living facility will be a more passive use than would typically be found in the district especially in the Durand corridor. This use is also residential in nature and would be more fitting in a residential area or above the ground floor in a commercial/mixed use district.. Adding a passive use like an assisted living facility would detract from the existing commercial uses and would be injurious. For the same reason the existence of this more passive use may impact property values by making the commercial corridor look less viable/waluable for retail uses.

- 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: The proposal of an assisted living facility would impede normal and orderly development of the surrounding commercial properties. Since this building is located in a commercial corridor between two commercial uses and across Durand from more commercial uses this passive use would not be complimentary to them. The proposed use would not bring regular traffic into the area and would limit the viability of commercial uses on the surrounding properties. With reduced traffic surrounding properties could struggle to find commercial tenants and would impact their development.

- 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. “

This use meets the intent of the land use designation.

- 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.

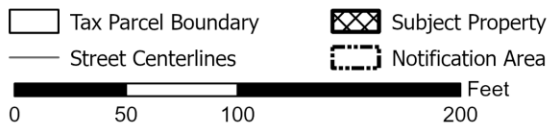
STAFF RECOMMENDATION: THAT BASED ON THE FINDINGS OF FACT IN THIS REPORT, THE REQUEST FROM AURA SENIOR LIVING LLC REPRESENTED BY PARIT PATEL, SEEKING A CONDITIONAL USE PERMIT, TO ALLOW FOR AN ASSISTED LIVING FACILITY AT 4020 DURAND AVE, BE DENIED.

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).

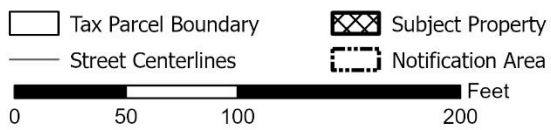


Conditional Use Permit - 4020 Durand Ave



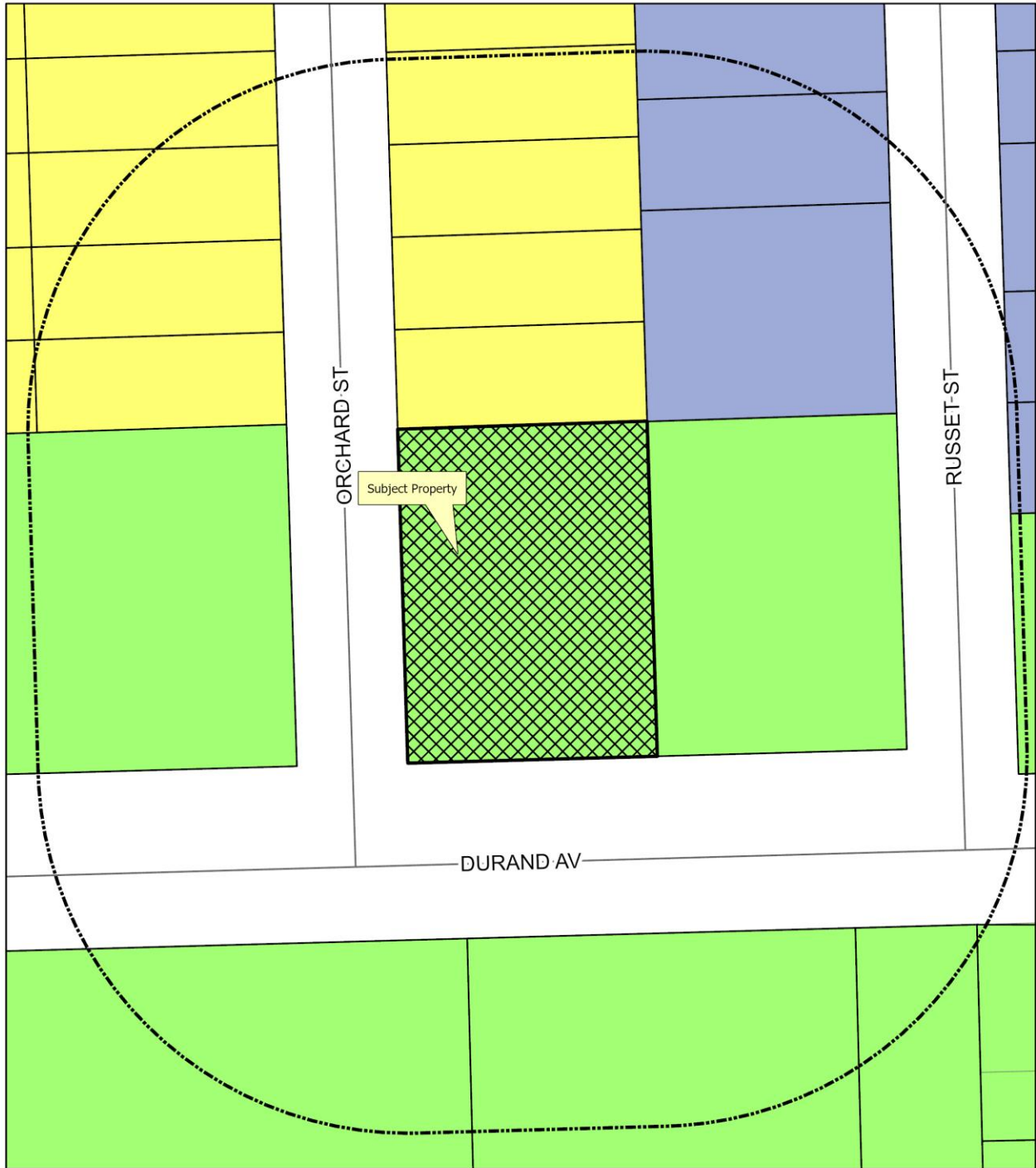


Conditional Use Permit - 4020 Durand Ave





Conditional Use Permit - 4020 Durand Ave



Zoning Designation
B-2
R-2

Tax Parcel Boundary
Street Centerlines

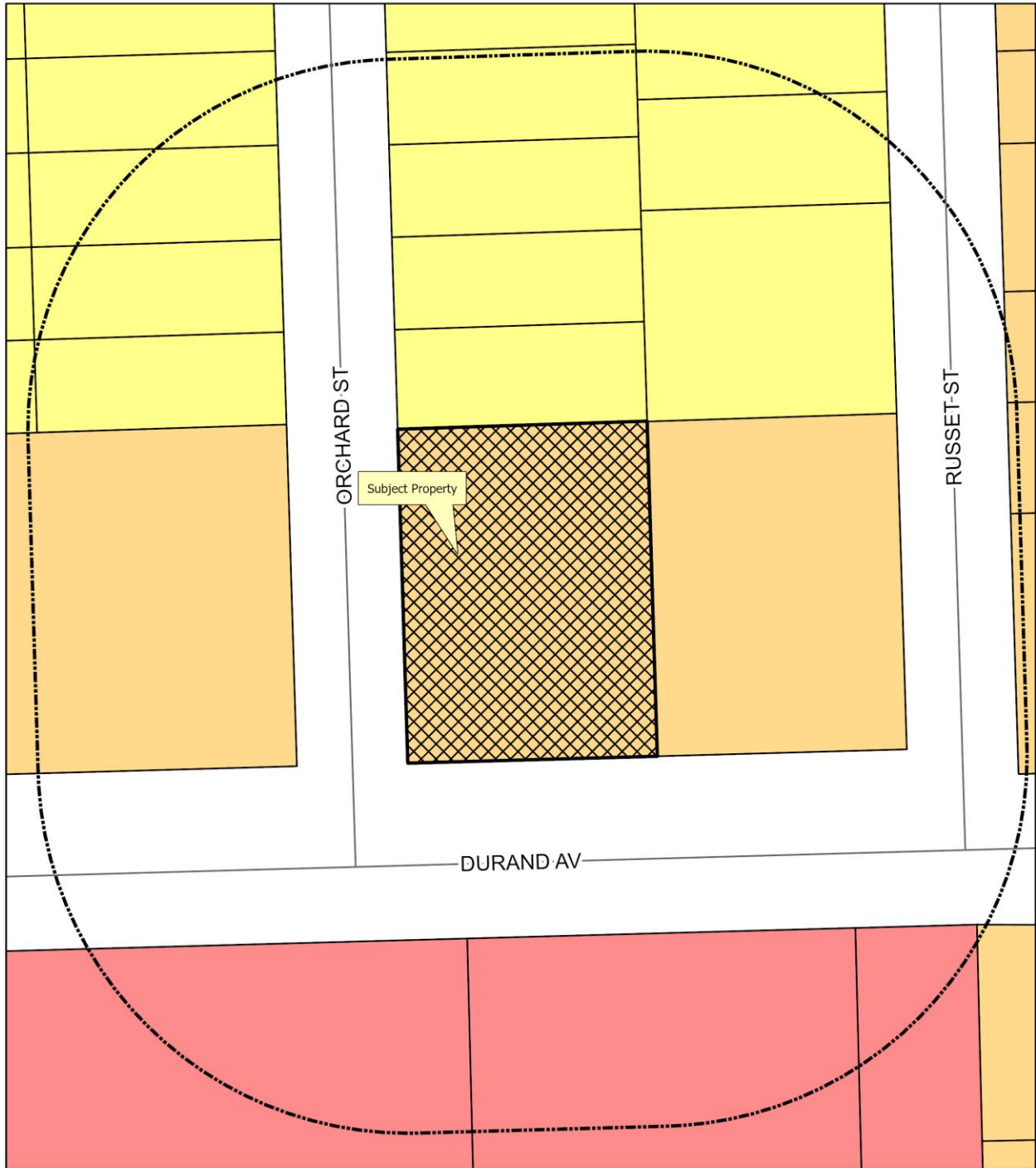
Subject Property
Notification Area

0 50 100 200 Feet





Conditional Use Permit - 4020 Durand Ave



Land Use Designation
Medium Intensity Low Intensity
High Intensity

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



Site Photos



Looking West at front of subject property



Looking East at rear of subject property



Looking North at side of property



Looking East at front of property