



City of Racine

City Hall
730 Washington Ave.
Racine, WI 53403
www.cityofracine.org

Meeting Minutes - Final

Planning Heritage and Design Commission

Monday, October 6, 2025

4:30 PM

City Hall, Room 205

Call To Order

Mayor Mason called the meeting to order at 4:33 p.m.

Mayor Mason, not listed in the attendance, was also present.

PRESENT: 4 - Hefel, Kohlman, Chambers and Peete

Approval of Minutes for the September 15, 2025 Meeting.

A motion was made by Chambers, seconded by Hefel, to approve the minutes of the September 15, 2025, meeting. The motion PASSED by a Voice Vote.

4:30 P.M. PUBLIC HEARINGS

[1035-25](#)

Subject: Consideration of a request from the Planning, Heritage and Design Commission for the rezoning of properties bounded by North Memorial Drive to the west, Hamilton Street to the north, Hartman Court to the east, and Prospect Street to the south to B1 Neighborhood Convenience District. This item relates to an application from Vincent Esqueda of Kappy's Management LLC, to consider the rezoning of 1105 N Memorial Drive, currently zoned R3 Limited General Residence District. This block of properties is currently zoned B1 Neighborhood Convenience District, B2 Community Shopping District, and R3 Limited General Residence.

Recommendation of the Planning, Heritage and Design

Commission on 10-06-2025: That ZOrd. 003-25 rezoning the properties bounded by North Memorial Drive to the west, Hamilton Street to the north, Hartman Court to the east, and Prospect Street to the south to B1 Neighborhood Convenience District be adopted.

Fiscal Note: N/A

Attachments: [Review and Recommendation](#)
[Public Hearing Notice](#)
[Applicant Submittal](#)
[#1035-25 = ZOrd. 0004-25.docx](#)

Steven Madsen, Planning Manager, presented the request. He explained the current zoning and land use for the area and showed pictures of the area proposed to be rezoned. He stated that the area is a mixture of zoning classifications including B2 Community Shopping District, B1 Neighborhood Convenience District, and R3 Limited General Residence. This request would classify the entire area as B1 Neighborhood Convenience District.

He explained that the request relates to an application received from Kappy's Management, LLC represented by Vincent Esqueda seeking to rezone property at 1113 N. Memorial Drive. He explained at a previous Planning Commission meeting, the commission directed staff to investigate changing the zone of the entire block to a commercial zoning.

Chambers asked if this would limit residential development in the area.

Madsen explained that ground floor residential would require the application and approval of a conditional use permit.

Peete asked if the rezoning would limit the ability to build single-family housing.

Madsen stated the current zoning ordinance would allow for mixed-use building with a second-floor dwelling.

Mayor Mason opened the public hearing at 4:44 p.m.

Jose and Maria Ventura, spoke regarding the request. They didn't understand the request and asked if the applicant would like to take over the entire block.

Mason explained the rezoning would dictate the type of activity that would happen on the block.

Cynthia Esqueda, applicant's representative, spoke regarding the request. She explained that they have owned the property for 34 years and would like to rezone for a bigger parking lot to reduce traffic and unload trucks without blocking North Memorial Drive.

Mayor Mason closed the public hearing at 4:49 p.m.

A motion was made by Hefel, seconded by Chambers, to recommend adoption of the ordinance rezoning the abovementioned addresses from R3, B1, and B2 to B1 Neighborhood Convenience District. The motion PASSED by a Voice Vote.

[1036-25](#)

Subject: Consideration of a request from Phesal Ckadan, represented by Karim Qedan, for a conditional use permit to allow two (2) electronic message signs (totaling 24 sq. ft.) at 1564 Packard Avenue (aka 1812 Sixteenth Street) as allowed by Sec. 114-1033 of the Municipal Code.

Attachments: [Review and Recommendation](#)
[Public Hearing Notice](#)
[Applicant Submittal](#)

Michelle Cook, Associate Planner, explained the request. She stated the applicant

would like to have two electronic message signs on the western and southern façades of their building. Cook showed the zoning, land use designation, and photos for the property and surrounding area. She explained that based on the required findings of fact, staff is recommending approval of the request subject to conditions a. – h. Cook reviewed the conditions of approval.

Mason opened the public hearing at 4:58 p.m.

No one was present to speak.

Mason closed the public hearing at 4:58 p.m.

A motion was made by Hefel, seconded by Chambers, to approve the request subject to conditions a. – h. The motion PASSED by a Voice Vote.

[1037-25](#)

Subject: Consideration of a request from Phesal Ckadan, represented by Karim Qedan, seeking to rezone the properties at 1562 Packard Avenue and 1558 Packard Avenue from R3 Limited General Residence District to B2 Community Shopping District, as allowed by Sec. 114-77 of the Municipal Code.

Attachments: [Review and Recommendation](#)
 [Public Hearing Notice](#)
 [Applicant Submittal](#)

Cook explained the rezoning request. She stated that the property is currently zoned R3 Limited General Residence, and the request would be to rezone the properties to B2 Community Shopping District. She reviewed the current zoning, land use classification, and photos of the properties and surrounding area.

Cook reviewed the findings of fact for the request as it relates to rezonings. She explained that the commercial development is prevalent along Sixteenth Street, however, Packard Avenue is a long-standing and well-established residential neighborhood. She stated that the area is not adequate to handle the demands of commercial zoning. Cook stated based on the findings of fact, staff is recommending denial of the request.

Mayor Mason opened the public hearing at 5:07 p.m.

The following people spoke regarding the request:

Mark Balwinski, 6923 Prince Drive, spoke in support. He explained that the rezoning to allow the parking lot will help to eliminate traffic and congestion. He asked the commission, respectfully, to approve the request.

Keith Fair, 1141 Valley View Drive, spoke in support. He discussed the consistency of rezoning properties to commercial uses in terms of the previous request. He explained that the request will uplift abandoned properties.

Domingo Harlan, 1543 Packard Avenue, spoke against. He spoke about the amount of people gathering outside of Twins and the disturbances caused – from fireworks to water balloons.

Michael Harlan, 1539 Packard Avenue, spoke against. He disagrees with safety and is opposed to the rezoning.

Kenny Harlan, 1539 Packard Avenue, spoke against. He spoke about the lingering around Twins and the need for better control of what goes on.

Bashar Qedan, 3814 Canada Goose Crossing, spoke in support. He spoke of the safety aspect for traffic as a reason to rezone the two lots. He explained that they cannot control Packard Avenue, however, they are more than happy to talk to the residents.

Yousef Kadadhan, 1816 Sixteenth Street, spoke in support. He owns the daycare next door and there are approximately 118 kids. He spoke of the congestion and the lack of adequate off-street parking; adding the parking lot will greatly improve safety.

Karim Qedan, 1817 Sixteenth Street, spoke in support. He explained the remodeling of the store and that the request would be to add extra parking for the business to allow customers to get in and out. He stated that Twins closes at 9:00 p.m. and the loitering has nothing to do with the grocery store. He explained that the lot will be secure, have nice fencing and landscaping and will enhance the area.

Alder Olivia Turquoise-Davis, 1244 Bluff Avenue, spoke in support. She explained that she received petitions for and against the parking lot. She explained that the nearby lots have sat vacant and respectfully disagrees with staff's recommendation. She explained the long-term commitment by the applicants to the neighborhood.

Michael D. Shields, 1850 Thirteenth Street, spoke in support. He spoke about the change he has seen in the area regarding the redevelopment and the improvement made within the community.

Cristina Ramirez, 1717 Washington Avenue, was undecided. She spoke about the amount of traffic and loitering around the property.

Bonnie Harlan, 1539 Packard Avenue, spoke regarding the request. She spoke about the traffic in the area and the gathering outside of the Twins Mart. She cited safety in the area and explained that the parking lot would allow cars to park and not jam up the street.

Willie Bolton 1546, Packard Avenue, spoke against. He stated a petition was submitted with 42 signatures being opposed to the parking lot expansion.

Spoke in support. She stated that she is a former resident of Packard Avenue and a community organizer. She worked for Twins for 15 years and walked around the neighborhood and gathered signatures for those who were in support of the parking lot (600 signatures).

Mayor Mason closed the public hearing at 5:51 p.m.

Chambers asked if staff had a site plan for the request.

Madsen explained that the site plan was not part of the rezoning request.

Kohlmann explained that he would like to see engineering and traffic plan for parking.

Peete asked about how adding a parking lot would affect traffic and about the fencing and aesthetics of the proposed parking lot.

A motion was made by Kohlmann, seconded by Chambers, to defer the request pending the receipt of an engineering and traffic plan for the parking lot, how the lot would affect traffic in the area, and the fencing and aesthetics of the proposed parking lot. The motion PASSED by a Voice Vote.

END OF PUBLIC HEARINGS

Adjournment

There being no further business, the meeting adjourned at 6:02 p.m.