



City of Racine

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

Meeting Minutes - Draft City Plan Commission

*Mayor John Dickert, Alderman Dennis Wisler,
Molly Hall, Vincent Esqueda, Tony Veranth,
Pastor Melvin Hargrove, Attorney Tom Durkin*

Wednesday, August 12, 2015

4:15 PM

City Hall, Room 205

Call To Order

PRESENT: 4 - Vincent Esqueda, Dennis Wisler, Tony Veranth and Tom Durkin

EXCUSED: 3 - John Dickert, Melvin Hargrove and Molly Hall

Others present:

*Matt Sadowski, Interim Director of City Development/Assistant Director/Principal
Planner*

Jill Johanneck, Associate Planner

Approval of Minutes for the July 29, 2015 Meeting

A motion was made by Commissioner Esqueda, seconded by Commissioner Durkin, to approve the minutes of the July 29, 2015 meeting. The motion PASSED by a Voice Vote.

[15-00745](#)

Subject: (ZOrd.003-15) An Ordinance rezoning 1620 Racine Street from I-2 General Industrial District to B-2 Community Shopping District with a FD-Flex Development Overlay District.

Recommendation of the City Plan Commission on 8-12-15: That the ordinance be adopted.

Fiscal Note: N/A

Associate Planner Johanneck advised the ordinance was introduced to the Common Council at the August 3rd meeting and a Public Hearing is scheduled before the Council on August 18th. A brief review of the area, the Uptown Revitalization Plan as related to the request, and accompanying FLEX development overlay and conditional use were discussed.

A motion was made by Commissioner Veranth, seconded by Commissioner Esqueda, to recommend that ZOrd. 003-15 be adopted. The motion PASSED by a Voice Vote.

[15-00717](#)

Subject: (Direct Referral) Consideration of a Use Supplement for a FLEX development at 1620 Racine Street. (Res No. 15-0324)

Recommendation of the City Plan Commission on 8-12-15: That a use supplement for 1620 Racine Street be adopted.

Fiscal Note: N/A

Ms. Johanneck stated the presented FLEX Development use supplement language accompanies the rezoning request presented under ZOrd. 003-15. The supplement outlines standards for future use of the property. An overview of the supplement was provided.

A motion was made by Commissioner Durkin, seconded by Commissioner Esqueda, to recommend adoption of the use supplement for the FLEX development at 1620 Racine Street. The motion PASSED by a Voice Vote.

[15-00688](#)

Subject: (Direct Referral) A request by Breeze Ratchford, of DMR Trucking, Inc., for a conditional use permit at 1620 Racine Street to operate an indoor auto salvage and recycling business, with accessory automobile sales. (PC-15) (Res No. 15-0325)

Recommendation of the City Plan Commission on 8-12-15: That the request be approved subject to conditions.

Fiscal Note: N/A

Attachments: [PH Notice - 1620 Racine Street](#)

Ms. Johanneck stated this request was presented to the Commission at the July 29th meeting. This application accompanies the rezoning ordinance and Flex use supplement presented earlier in the meeting. A general review of the area and overview of business operations proposed by the applicant was presented.

Staff recommendation is for approval subject to conditions. The applicant has requested, and discussed with Staff, some modifications to several of the condition items. Staff presented the agreed upon modified conditions to the Commission.

A motion was made by Commissioner Veranth, seconded by Commissioner Esqueda, to recommend approval of the request subject to Staff conditions as amended. The motion PASSED by a Voice Vote.

[15-00715](#)

Subject: (Direct Referral) A request by David Israel for a 3-Lot Certified Survey Map at 5900 Durand Avenue. (PC-15) (Res No. 15-0326)

Recommendation of the City Plan Commission on 8-12-15: That the request be approved subject to conditions.

Fiscal Note: N/A

Ms. Johanneck provided an overview of the area, noting the property lies within the Regency Mall development. It is the location of the former JC Penney's department store, which recently was approved for division into three separate tenant spaces.

The main parcel, Lot 1 as identified on the CSM, is the largest and will contain the existing building and parking. Lots 2 and 3 will be 'carved' out to create parcels for future development. The proposed Lots 2 and 3 currently contain only parking, of which the elimination will not reduce parking levels to less than is required or necessary. Access to all lots is via existing mall entrance points, two most closely

located off of Durand Avenue. For safety purposes, access to Lots 2 and 3 will be restricted, as they both lie in the direct line of entry from Durand Avenue. Staff has incorporated departmental comments concerning the division into the recommendation for approval.

A motion was made by Commissioner Durkin, seconded by Commissioner Esqueda, to recommend approval of the 3-Lot Certified Survey map, subject to Staff conditions. The motion PASSED by a Voice Vote.

[14-10787](#)

Subject: (Direct Referral) A request from Richard Donner of Reinhart Boerner Van Dueren s.c., representing TMC Wisconsin 2 LLC, for a conditional use permit to allow for a CVS Pharmacy on the south side of Washington Avenue in the 4600 Block between Ohio Street and Virginia Street.

Recommendation of the City Plan Commission on 4-8-15: That the request for a conditional use permit to allow a CVS Pharmacy on the south side of Washington Avenue in the 4600 block between Ohio Street and Virginia Street be received and filed.

Recommendation of the City Plan Commission on 8-12-15: That the request for a conditional use permit to allow a CVS Pharmacy on the south side of Washington Avenue in the 4600 block between Ohio Street and Virginia Street be received and filed.

Fiscal Note: N/A

Attachments: [PH Notice - CVS Pharmacy](#)

Interim Director of City Development Matthew Sadowski advised the Commission the rezoning request accompanying this conditional use request was denied by the Common Council at their August 3rd meeting. Without proper zoning of all the parcels proposed for the development, the conditional use cannot move forward.

A motion was made by Commissioner Veranth, seconded by Commissioner Esqueda, to recommend that the request be received and filed. The motion PASSED by a Voice Vote.

4:30 P.M. PUBLIC HEARING

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[15-00716](#)

Subject: (Direct Referral) A request by Open Pantry Foods to allow a 25-foot tall freestanding sign where the maximum allowable height is 15-feet at 3441 Spring Street.

Recommendation of the City Plan Commission on 8-12-15: That the request to increase the freestanding/pole sign height from 20-feet to 25-feet at 3441 Spring Street be denied.

Further, that staff be directed to send notice requiring the existing visibility violation be rectified.

Fiscal Note: N/A

Ms. Johanneck stated that since the preparation of this report and presentation, the applicant has been in contact with Staff to modify the request. The proposed revisions eliminate the need for the exception for sign height which was being sought with this request. As Staff just received the new conceptual plan, it had not been reviewed as of the meeting.

Though the exception is no longer being requested, Staff reviewed the history of the existing sign and identified a concern regarding the visibility triangle. The original sign was to be erected with a 7-foot clearance for vehicular visibility and safety, as is required per the zoning ordinance. The sign was constructed without this clearance, and currently is in violation of its original approval and the ordinance.

Further overview of the signage and corporate branding for the site was provided to the Commission.

The Public Hearing opened at 4:40 p.m.

1. James Schultz, 10505 Corporate Drive, Pleasant Prairie, spoke on the item. He discussed a recently renovated Open Pantry within the City of Racine, and their desire to keep the appearances consistent. He would like to work with Staff further on sign revisions and the issue of the visibility clearance.

2. Robert Bueller, address not provided, also discussed the intent of Open Pantry to create a positive presence in the community and their commitment to creating an attractive business.

The Public Hearing closed at 4:48 p.m.

Alderman Wisner mentioned, and Staff agreed, that discussion and work will continue with the applicants regarding the sign design and addressing of visibility concerns.

A motion was made by Commissioner Durkin, seconded by Commissioner Veranth, to recommend denial of the request to increase the freestanding pole sign height from 20-feet to 25-feet. The motion PASSED by a Voice Vote.

Administrative Business

None.

Adjournment

Alderman Wisner adjourned the meeting at 5:10 p.m.