



# City of Racine

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

## Meeting Minutes - Final City Plan Commission

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

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Wednesday, November 11, 2015

4:15 PM

City Hall, Room 205

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### Call To Order

**PRESENT:** 6 - Vincent Esqueda, John Dickert, Melvin Hargrove, Dennis Wisler, Tony Veranth and Tom Durkin

**EXCUSED:** 1 - Molly Hall

Others present:

*Matt Sadowski, Interim Director of City Development/Assistant Director/Principal Planner  
Jill Johanneck, Associate Planner  
Brian Dean, Intern*

### Approval of Minutes for the October 14, 2015 Meeting

**A motion was made by Alderman Wisler, seconded by Commissioner Durkin, to approve the minutes of the October 14, 2015 meeting. The motion PASSED by a Voice Vote.**

[15-00948](#)

**Subject:** Communication from the Department of City Development for an amendment to the Zoning Ordinance regarding breweries and brew pubs. (Ord. 12-15)

**Recommendation of the City Plan Commission on 11-11-15:** That an ordinance be prepared and a public hearing before the Common Council be scheduled.

### **Fiscal Note:** N/A

*Interim Director / Assistant Director Matt Sadowski informed the Commission numerous inquiries into locating breweries and/or brew pubs have been received. The existing zoning ordinance does not allow for these types of facilities. An amendment to the zoning code addressing breweries (with or without restaurants) and brew pubs within the B-2 through B-5 Business Districts and the I-1 and I-2 Industrial Districts is suggested. Staff is recommending an ordinance be created and a public hearing scheduled.*

*Discussion ensued. Ordinance language and allowances, as well as State Statute information relating to these types of operations, were discussed.*

**A motion was made by Alderman Wisler, seconded by Commissioner Durkin, that an ordinance be prepared and a public hearing before the Common**

Council be scheduled, and further that the descriptive verbiage for these facilities be changed to "breweries, breweries with restaurants, and brew pubs". The motion PASSED by a Voice Vote.

[15-00979](#)

**Subject:** (Direct Referral) A request by Randy Niemann and Glenn Kieckhaefer, of Educational Enterprises, for Plan Commission interpretation of approval conditions o. and v. as related to the gymnasium at 3502 Douglas Avenue.

*Mr. Sadowski explained there is a need for interpretation of several approval conditions for this project, specifically as related to the gymnasium. Condition o. outlines the requirements for review and approval of the gym request prior to issuance of a building permit; and condition v. presents language related to required financial sureties if site improvements have not been completed prior to issuance of an occupancy permit.*

*Hope Via is requesting an occupancy permit, however the language as reflected in condition v. requires the surety be posted to ensure completion of all site improvements remaining incomplete at time of occupancy. Interpretation is requested from the Commission as related to this language, clarifying the intent is to secure for site improvements such as landscaping, paving, striping, etc., and not the gymnasium itself. As currently worded, this condition would include requiring a surety for the building. The applicants view this as a future phase, versus a current improvement that is not in place.*

*Mr. Sadowski read through the two recommendations on the interpretation for the Commission. For No.1 relating to condition o., he requested addition of the sentence "At which time, the relevance of condition o. will be evaluated". For No. 2, relating to condition v., he reviewed the text which now provided more clarify on the project phasing and the site amenities covered under the financial surety for this project. These changes will bring the requirements more in-line with how they have been applied to past projects. The gymnasium would not be required to be financially secured per these changes.*

*Following the motion, a Hope Via representative requested, and was given permission, to present a short video they had prepared.*

**A motion was made by Alderman Wiser, seconded by Commissioner Durkin, that the Plan Commission renders an interpretation on conditions o. and v. as presented to the Commission, with the additional language as presented by Staff to be included. A motion PASSED by a Voice Vote.**

#### 4:30 P.M. PUBLIC HEARING

#### 4:30 PUBLIC HEARING

[15-00980](#)

**Subject:** (Direct Referral) A request from Party City, represented by Rosie Olle of Michael's Signs, for approval to deviate from the adopted Regency Mall Signage standards for signage proposed at 5900 Durand Avenue.

**Attachments:** [PH Notice - 5900 Durand Avenue](#)

*Associate Planner Jill Johanneck advised the sign standards set forth for the mall were originally part of the approval in 1979/80, and were amended in 2004. With the remodeling and other changes occurring at the Mall, new tenants who have chosen to locate here are now looking for sign approvals. This request by Party City, as Staff*

has seen with the Dunham's Sporting Goods and other future tenants, involve signage requests that are beyond that allowed by the Mall Signage Standards.

There are three (3) specific requirements of the Regency Mall Sign Criteria being requested for deviation by Party City. These include adding an additional line of text on the west wall where only one (1) sign is permitted; installation of an additional line of text on the west wall where only the business trade name can be advertised; and to exceed the allowable 70% signage width on the architectural surface of the façade by an additional 19.5% (as required for tenants over 10,000 sq. ft. in floor area). The frontage of the architectural wall surface is 32' in width which would allow for a 22.4' wide sign. The sign proposed is 28.6' in width. A review of how the width of the architectural wall surface was determined was presented.

As the Mall continues to evolve and change, the governing documents, including signage, need updating and revision. Staff is unaware on the status of any updates the Mall is considering as of this presentation. Recently, pylon signs were approved at two (2) major mall entrance points, allowing street-frontage advertising for tenants who never had it in the past, including Party City. Staff has been receiving inquiries by new tenants regarding signage, yet reviews have been bound by the standards set forth in the existing Regency Mall Signage Criteria.

No hardships have been presented to justify the exceptions requested. Staff feels that with some modifications, the signage can be accommodated within the current standards, and recommends denial of the deviation requests.

Public Hearing opened at 4:48 p.m.

1. David Israel, owner of 5900 Durand Ave., stated the frontage of the building is wider than what Staff presented. Ms. Johanneck advised signage is limited to the "architectural wall surface", not the entire frontage.
2. David Schwartz, president of Innovative Construction Solutions, provided specific details on the façade treatment design elements, feeling the extension of the wall should count towards the width. Mr. Sadowski interjected that this difference in interpretation is one of the reasons the signage standards need to be clarified and revised. Mayor Dickert reiterated the need for consistency and recommended the applicants/property owners work on the standards with the mall and Staff so these variations and interpretations do not become commonplace. Mr. Israel advised he will contact Jon Meshel from CBL to include him in this process.
3. Alderman Hart, (via message to Staff), advised he supports Staff's recommendations.
4. Alderman Perez, 12th District Alderman, stated the City needs to be flexible and business friendly versus anti-business, and that we need to allow business needs for signage. Further discussion included further discussion on being business friendly, people friendly, flexibility of rules for businesses in the City, how the City treats businesses and that we should re-consider our limits on businesses signage and branding. Mayor Dickert, Commissioner Veranth, and Alderman Wiser provided feedback to Alderman Perez's commentary.

Public Hearing closed at 5:20 p.m.

**A motion was made by Commissioner Veranth, seconded by Alderman Wiser, to defer the item. The motion PASSED by a Voice Vote.**

**Administrative Business**

Presentation regarding the City of Racine sign inventory and database.

*Brian Dean reviewed for the Commission progress on a sign inventory database and mapping application being created to track freestanding signs since the modification to the ordinance limiting sign heights to 15-feet. Information available will include major concentrations of signage, signage information in design districts, sign heights, and signage information in major development areas. The maps will eventually be available on-line. He advised of additional capabilities that will be available once the project is completed.*

**Adjournment**

*Mayor Dickert adjourned the meeting at 5:30 p.m.*