



# 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 Wiser,  
Molly Hall, Vincent Esqueda, Tony Veranth,  
Pastor Melvin Hargrove, Attorney Tom Durkin*

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Wednesday, September 30, 2015

4:15 PM

City Hall, Room 205

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### Call To Order

**Alderman Dennis Wiser called the September 30, 2015 Plan Commission meeting to order at 4:22 p.m.**

**PRESENT:** 4 - Melvin Hargrove, Dennis Wiser, Tony Veranth and Tom Durkin

**ABSENT:** 1 - Vincent Esqueda

**EXCUSED:** 2 - John Dickert 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 September 9, 2015 Meeting

**A motion was made by Commissioner Hargrove, seconded by Commissioner Veranth, to approve the minutes of the September 9, 2015 meeting. The motion PASSED by a Voice Vote.**

[15-00856](#)

**Subject:** (Direct Referral) A request by Glenn Oakes of Sekao, Inc. for approval of a 2-Lot Certified Survey Map at 1610 Oakes Road. (PC-15) (Res No. 15-0379)

**Recommendation of the City Plan Commission on 9-30-15:** That the request be approved subject to conditions.

**Fiscal Note:** N/A

*Associate Planner Johanneck provided an overview of the location and request for the land division. The property is zoned I-2 General Industrial, and the proposed lot configurations meets code requirements. Access to each lot will be via separate entrances off of Oakes Road. The division is being requested to create a new lot for future development.*

**A motion was made by Commissioner Durkin, seconded by Commissioner Veranth, to approve the request subject to Staff conditions. The motion PASSED by a Voice Vote.**

**4:30 P.M. PUBLIC HEARINGS**

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[15-00859](#)

**Subject:** (Direct Referral) A request from Jeff Perkis of Chipman Design Architecture, representing Dunham's Sports, seeking an amendment to the Regency Mall Planned Development sign standards to allow multiple mural type wall signs at 5538 Durand Avenue. (PC-15)

**Attachments:** [PH Notice - 5538 Durand Avenue](#)

*Interim Director / Assistant Director Matt Sadowski provided background information on the request, indicating where the 11 exterior signs are proposed, and provided a diagram of the view corridor from the building to Green Bay Road, which Dunham's is attempting to gain exposure to with this proposal. Visuals of the proposal signs were shown to the Commission, as well as a rendering of the proposed business sign above the entryway. The site is allowed four signs totaling up to 300 square feet of signage, and the request is for 1,356 square feet of signage. This is concerning to Staff, as it is not allowed per the Regency Mall sign standards, as well as concerns of excessive signage, appearance, and setting a precedent for future requests similar in nature.*

*Examples of murals around the City were shown. Murals are considered works of art and are exempt from sign standards. The proposed signs depict various sporting products and events, of which items involved are available for purchase at the store. Staff interprets the proposal as signs, and not murals or works of art which would be exempt from code requirements. The proposed signs, which are 6-feet tall and 16-feet in length, consist of large photos printed on elastic banner material which then would be affixed to the wall on a banner stretch frame. These signs show pictures of sporting activities and equipment being used for sporting activities, which supplies are available for purchase in the store. An advertisement of a product or service is signage.*

*Mr. Sadowski presented the possible alternative of using vertical banners which have been used by other properties in the City (for example, the RAM and the 21st Century School). Staff is open to supporting something similar in nature to these banners at the Dunham's site. They are a more artistic alternative and appropriate size, versus allowing copious numbers of large banners, which do not fall within the City's allowances for signage or Regency Mall's sign standards. Staff is also concerned with the potential of setting a precedent for future requests for similar types of banners/signs at other locations.*

*Regency Mall has indicated they support this proposal. Staff's recommendation is for approval, with focus on creating standards for vertical banners and utilizing the design district standards already in place for the downtown area but to be modified for the mall setting. Staff does not support the signage as presented by the applicant.*

*Public Hearing opened at 4:37 p.m.*

*1. Alderman Henry Perez, 1012 Kentucky Street, spoke in support of the request. Feels the City needs to waive the standards in place and allow businesses to come into town with their corporate branding and install whatever they want to install, not what the City wants them to install.*

*2. Jeff Perkis, Architect for Dunham's, spoke on behalf of the applicant. They would like to be able to utilize their banners, and suggested they be allowed to do this as a "trial".*

Commissioner Veranth inquired if Dunham's has had problems with this proposal in other communities, and if they were notified by the Mall of their sign standards or by the City. Mr. Perkis stated they have a letter from the Mall in support of the proposal, that there are no new sign standards with the new mall owner, and further the mall asked Dunham's to present this idea. He stated other communities have commented on the amount of signage, not the design. A visual of some examples of the banners on other Dunham's locations was presented.

Mr. Sadowski clarified the Mall does not have a new owner, only a new manager. Further, that there are standards in place at this time for signage at the mall which is why this request is before the Commission, as it does not comply with existing standards.

Public Hearing closed at 4:46 p.m.

Discussion ensued. Commissioner Veranth asked who needs to work on modification to the mall sign standards. Mr. Sadowski advised this approval would not change the sign standards as they are; but would only be an exception for this tenant. The problem is this sets a precedent. Staff's concern all along is that, with all the recent changes rapidly occurring, there is no unified approach to what the mall is going to look like when it's done. While new tenants continue to come forward, Staff has been told by the mall that they're working on updating plans and standards, yet nothing has been presented. A unified theme is needed so that cannibalization of this premier site in the City does not occur. While the need to attract businesses is understood, there needs to be regulations to guide how the City develops. This is a very important property, and other developments have invested in the area based on the location near the mall. Staff is concerned by the lack of vision for the future of this area. Until now, Staff has been able to keep some unity with signage in allowing channel letters, however this request veers very far from that established standard. Staff has repeatedly asked the mall to develop a consolidated sign plan, to establish review criteria that can be applied to create an identity for this regional destination. This has not happened. Activity is taking place now, and as a result of out of date plans and standards reviews are being done without a long-range focus.

The applicant stated they do not have an alternate proposal at this time. Possibilities for modification to the proposal were discussed. The opening of the store is planned for the week prior to Thanksgiving. Branding, and limiting the number of the banners, was discussed.

**A motion was made by Commissioner Veranth, seconded by Commissioner Hargrove, to defer the item to allow Staff and the applicants to work on the proposal and come to a more common ground. The motion PASSED by a Voice Vote.**

[15-00860](#)

**Subject:** (Direct Referral) A request by Jay Williams and Dewayne Perry, representing Care Bear Child Care, for a conditional use to operate a 24-hour day care facility at 1315 Douglas Avenue, with a playground at 1317 Douglas Avenue. (PC-15) (Res No. 15-0380)

**Recommendation of the City Plan Commission on 9-30-15:** That the request be approved subject to conditions.

**Fiscal Note:** N/A

**Attachments:** [PH Notice - 1315 & 1317 Douglas Avenue](#)

*Ms. Johanneck advised the center is currently located at 1300 Douglas and is looking to relocate to this location. She reviewed views of the property, buildings, and adjacent properties. The floor plan and layout were discussed, with a summary of the building size, room layouts, food service, sleeping areas, capacity for care, parking access, and building access. Staffing numbers and staff experience were also reviewed. The current location is licensed as a 24-hour care facility, and the applicants are requesting the same at this location.*

*The site plan was reviewed. The gravel area to the east of the building will be paved and striped for the center to meet off-street parking requirements. Required screening from the north property line will be provided. Five (5) spaces are proposed, which meets code requirements for the use. Access to the parking is off of Lincoln Street. A walkway around the south end of the building will be utilized to access both the building and parking lot for employees, parents, etc. The playground is located on the adjacent lot to the north (1317 Douglas Avenue). The zoning ordinance allows off-site play areas, and it will be fenced as required. The dumpster location proposed may need to change based on handicapped space access requirements, and Staff will work with the applicants on any necessary modifications.*

*There is a "wishing well" planter that has been used in the past as signage, and the applicants desire to do the same. No specifics were provided for signage, and it is not being requested for approval at this time. The structure will need to be located at 1315 Douglas to advertise the center, as that is the physical location of the principal use. There is some confusion on the actual location of the structure that will need to be resolved before its use as a sign can be confirmed. If it lies at 1317 Douglas, it is an "off-premise" sign and not allowed by ordinance. Staff will work with the owner and applicants on the issue.*

*Staff did not receive a lighting plan for review, however has suggestions for installation of lights along the walkway on the south side of the building for safety and visibility issues. No maintenance plan was provided.*

*Public Hearing opened at 5:11 p.m.*

*1. DeWayne Perry, applicant, spoke on the item. He discussed the lighting and advised there are existing under-canopy lights along the walkway. Also discussed the use of the wishing well for signage, they want to use it but there is electrical wiring so they don't want to move it onto 1315 Douglas from its current location.*

*Public Hearing closed at 5:14 p.m.*

*Commissioner Durkin inquired about the signage. Ms. Johanneck provided the view of the site plan, as well as the aerial photo, indicating the property lines. On the aerial the sign appears to be at 1317 Douglas, on the site plan it is shown on 1315 Douglas. Signage must be on the lot of the principal use, and if not would constitute an off-premise sign which is not allowed.*

**A motion was made by Commissioner Hargrove, seconded by Commissioner Durkin, to recommend approval of the request subject to Staff conditions. The motion PASSED by a Voice Vote.**

## RESUME REGULAR BUSINESS

[15-00857](#)

**Subject:** (Direct Referral) A request by Aaron Collins, representing Wheaton Franciscan Healthcare - All Saints, Inc., seeking a minor amendment to an Institutional Planned Development for an expansion

of the Cancer Care Center at 3801 Spring Street. (PC-15)

*Mr. Sadowski reviewed background information on the location of the proposed addition within the medical campus. Views of the property, location of the addition, and the site specifics were discussed. There will be no additional visual exposure with this addition. The zoning ordinance authorizes the Plan Commission to consider 'minor' changes that do not affect the concept or intent of a development. Considering the request as a small building expansion of an existing use within a large campus, it is being presented as a minor amendment. Further extensive information on building views and detail on the addition were provided.*

*The addition is virtually not visible from any public view point or street, and is tucked into the existing campus, with no visual impact. The expansion is for 9,935 square feet of additional space. The existing campus is currently over 600,000 square feet of floor area, so in the scheme of the development the change is minor. There will be no impact to parking requirements, as there are 2,400 spaces to easily accommodate any additional parking demand.*

*The proposed architecture is in line with recent additions as related to design, materials and colors. The applicants will need to submit a detailed lighting plan and landscape plan for review and approval. Staff is recommending approval.*

*Commissioner Veranth verified the lower-level is actually at grade.*

**A motion was made by Commissioner Durkin, seconded by Commissioner Hargrove, to approve the request subject to conditions. The motion PASSED by a Voice Vote.**

[15-00858](#)

**Subject:** (Direct Referral) A request from Andrew Carnahan, representing Racine Renal Construction LLC, seeking an exception to the West Racine design guidelines to allow tinted glass at 3113 Washington Avenue. (PC-15)

*Mr. Sadowski advised this building is nearing completion. The design standards require clear glass, however due to patient privacy concerns and the nature of the operation, the ground level glass has been lightly tinted. This requires an exception be granted to the West Racine Commercial Design Standards. Staff recommends approval.*

**A motion was made by Commissioner Veranth, seconded by Commissioner Hargrove, to approve the exception based on Staff recommendation. The motion PASSED by a Voice Vote.**

## Administrative Business

*None.*

## Adjournment

*Alderman Wisner adjourned the meeting at 5:28 p.m.*