



City of Racine

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

Meeting Minutes - Final Landmarks Preservation Commission

*Chairman Eric Marcus
Robert Anderson
Robert Hartmann
Paul Zens
Tony Veranth
Rodger Lacock*

Monday, April 12, 2010

4:30 PM

City Hall, Room 209

Call To Order

PRESENT: 5 - Robert Anderson, Robert Hartmann, Tony Veranth, Eric Marcus and Rodger Lacock
EXCUSED: 1 - Paul Zens

Others present: Matthew G. Sadowski, Principal Planner

Approval of Minutes for the February 1, 2010 Meeting

A motion was made by Commissioner Hartmann, seconded by Alderman Anderson, to approve the minutes of the February 1, 2010 meeting. The motion **PASSED** by a Voice Vote.

Correspondence:

None.

Buildings being razed:

In response to the receipt of raze permit notices for 827 and 837 Main Street, Commission members asked Principal Planner Sadowski to seek clarification from the Building Department as to the nature of each permit. Of particular concern to Commission members is that the permit for 827 Main St. is for an accessory structure yet no such structure exists on the property. (Note to reader: a subsequent query with the building department helped determine that the accessory structure at 827 Main Street is a non-consequential building addition that is being removed from the northeast corner of the east façade.)

New Business

[10-4977](#)

Subject: (Direct Referral) A request by Michael's Signs, representing Gateway Technical College, for a conditional use permit for a monument sign with an electronic message center at 1001 S. Main St.

Attachments: [PH Notice - 1001 S Main St](#)

Steve Prochaska of Michael's Signs described the proposed sign.

Principal Planner Sadowski stated that the Downtown Area Design Review Commission reviewed this item on April 1, 2010 and recommended approval of the sign, excluding the electronic message center as such signs are not permitted by the Downtown Area Design Guidelines.

Ms. Jane Herring, Gateway Director of Marketing and Admissions explained the need for the sign and that it would eliminate the display of temporary banners.

Commissioner Hartmann expressed concern regarding the appropriateness of the electronic sign for this property

Principal Planner Sadowski reviewed the ordinance criteria for determining the appropriateness of the proposed sign installation, in particular the electronic sign component. He stated that it is staff's finding that the electronic sign is not appropriate for this site; a historic district, a National Register property, and a Racine Landmark property.

A lengthy discussion ensued regarding location concerns, lighting intensity, message duration, hours of operation of the electronic sign, and concerns over the precedence of approving such a sign at this location.

A motion was made by Commissioner Lacock, seconded by Commissioner Hartmann, that the request by Michael's Signs, representing Gateway Technical College, seeking a conditional use permit for a monument sign with an electronic message center at 1001 S. Main St. is found to be appropriate, subject to the following conditions:

- a) That the Plans Presented to the Downtown Area Design Review Commission on April 1, 2010 and the Landmarks Preservation Commission on April 12, 2010 are found to be appropriate, subject to the conditions contained herein.**
- b) That this finding is based on this installation being for an educational institution.**
- c) That the electronic characters be white in color.**
- d) That the message change at a rate no more frequent than once per hour.**
- e) That the electronic message center not display time or temperature readings.**
- f) That the electronic message center not be turned off between the hours of 10:00 p.m. and 6:00 a.m. daily.**
- g) That the conditions of this finding be forwarded to the City Plan Commission as a supplement to their deliberations regarding an LED electronic sign for an educational facility.**

The motion PASSED by a Voice Vote.

Old Business

Ord.27-09 Update (Historic Artifacts)

Chairman Marcus stated that he has discussed with Deputy City Attorney Letteney the Commission's concerns regarding the current language in Ord.27-09 and will have Mr. Letteney forward drafts of the new language to Commission members.

Administrative Business

May = Historic Preservation and Archeology Month

Commission members authorized Chairman Marcus and Principal Planner Sadowski to do an initial survey of area hardware stores to discern their willingness to participate in a preservation workshop to be conducted in late summer or early fall. If there is interest, such an activity will be made part of the Mayoral Proclamation to be prepared announcing Historic Preservation and Archeology month.

Education and Outreach

Commissioner Hartmann stated that 100 landmarks maps were given free of charge to the Sheraton Hotel in conjunction with the Wright and Like tour to be held in Racine on Saturday, June 5, 2010. The Sheraton has offered to provide funds for future printing of additional maps to be made available to guests. Given the ample supply of maps, Commission members felt it more useful at this time that the Sheraton collect a brief survey which is to be included with the maps. The intent of the survey is to gauge the effectiveness of the map in promoting historic tourism in the Racine area.

Melvin Avenue National Register Nomination

Principal Planner Sadowski stated that he is awaiting receipt of materials from the State Historical Society so that requests for proposals can be distributed to qualified consultants.

Adjournment

There being no further business before the Commission, and hearing no objections, Chairman Marcus adjourned the meeting at 5:55 p.m.