



# City of Racine

## Meeting Minutes - Draft

### City Plan Commission

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

*Mayor Gary Becker*  
*Alderman Gregory Holding*  
*Atty. Jud Wyant, Elaine Sutton Ekes*  
*Vincent Esqueda, Frank Tingle*  
*Brent Oglesby*

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Tuesday, October 23, 2007

5:00 PM

City Hall, Room 205

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#### **Mayor Becker called the meeting to order at 5:03 p.m.**

**PRESENT:** 4 - Gary Becker, Vincent Esqueda, Gregory Holding and Brent Oglesby

**EXCUSED:** 3 - Elaine Sutton Ekes, Frank Tingle and Jud Wyant

**OTHERS PRESENT:** Brian F. O'Connell, Director of City Development  
Richard Heller, Chief Building Inspector  
Matthew G. Sadowski, Principal Planner  
Alderman Sandy Weidner  
Alderman Michael Shields  
Alderman Pete Karas  
Village Trustee Robin Garard  
County Supervisor Karen Nelson  
County Supervisor Michael Miklasevich

Approval of Minutes for the October 10, 2007 Meeting

*No Action was taken.*

#### **Public Hearings Starting at 5:00 p.m.**

[07-1170](#)

**Subject:** Request by Adams Outdoor Advertising for a comprehensive revision the conditional use permits for its signs in the City of Racine and for the exchange of property in the City.

**Recommendation of City Plan Commission on 9-26-07:** That the item be deferred on the request of Adams Outdoor Advertising.

#### **Location of updated or new billboard signage:**

1101 Washington Avenue (Updated)  
1301 West Sixth Street (Updated)  
1601 Twenty-First Street (2100 Block of S. Memorial Drive) (New)  
1623 De Koven Avenue (New)  
1673-75 State Street (New)  
1728 North Memorial Drive (New)  
2200 Douglas Avenue (Updated)  
2218 Douglas Avenue (Updated)

3026 Mt. Pleasant Street (New)  
3640 Northwestern Avenue (New)

**Recommendation of City Plan Commission on 10-23-07:** That the item be deferred.

**Attachments:** [Adams Outdoor.pdf](#)  
[Billboard signage.pdf](#)

*Mayor Becker introduced the item and Director O'Connell described the method of proceedings for this matter.*

*Jason Saari of Adams Outdoor Advertising provided a presentation outlining their proposal. He reviewed billboards sites to be vacated and turned over to the City, maintenance and servicing challenges of existing out-dated facilities, sites to be updated, sites for new construction, materials to be used, and an architectural and aesthetics overview of the new structures. He stated that one sign would be an electronic sign, and two would be back-lit, and the remainder would be lighted with exterior up-lighting. He added that their signs will continue to be offered at no cost, when possible, for community events, and that the electronic signs will also be used for "Amber Alerts" through the Department of Justice.*

*Director O'Connell reviewed the proposed conditions of approval as they relate to each location involved. He summarized the many communications received via e-mail and U.S. mail regarding the varied locations. He stated that he has received over 25 communications objecting to the proposal for 3640 Northwestern Avenue. Four communications have been received objecting to the location at 1728 North Memorial Drive. Two communications have been received objecting to the locations at along S. Memorial Drive at 1601 Twenty-First Street and 1623 De Koven Avenue. One communication has been received voicing support for the locations at 2200 and 2218 Douglas Avenue. These communications will be made part of the official file for the proposals.*

*Mayor Becker opened the public hearing at 5:33 p.m. and explained the public hearing process.*

*Karen Nelson, Racine County Supervisor, 3017 Old Mill Road, stated that she urges denial of the proposal for 3640 Northwestern Avenue. She stated that she has received many calls regarding the matter, citing concerns with an adverse effect of traffic safety by causing additional distraction at an already dangerous intersection, the need to preserve green space, the poor image such installations would project and the resulting negative effect on tourism, the negative impact on a gateway location to the community, the historic nature of the Horlick Dam and the view of which that would be blocked.*

*Melissa Warner of the Root River Council expressed concern for the proposed installations at 3640 Northwestern Avenue and the negative impact to the scenic beauty of the Root River that would result.*

*Sheryle Kurdas of 2709 Hanlon Drive (re: 3640 Northwestern Avenue installations) expressed opposition citing negative impacts at her residence from light to be emitted by the proposed signs.*

*Jon Wilson of 17303 Washington Avenue (re: 1673-75 State Street) expressed opposition citing a negative impact that will serve to degrade area and be contrary to the*

*redevelopment efforts underway along State Street.*

*Robin Garard, Mt. Pleasant Village Trustee, (re: 3640 Northwestern Avenue, 2026 Mt. Pleasant Street and 1623 De Kovan Avenue installations) expressed opposition. Her concerns centered around the negative impact she anticipates such signs will have on Racine's efforts to improve its aesthetics. She questioned the need to replace and update, why are sign larger than industry standards, and why not keep the signs they already have? In response, Mayor Becker explained due to neglect by the prior owners, the Adams Outdoor seeks to correct the situation and modernizing their properties.*

*Steven Holly of 3008 Old Mill Road, President of the area Homeowner's Association, expressed opposition to the 3640 Northwestern Avenue installations.*

*In response to Ray Stybeck of 2226 Douglas Avenue (re: 2200 & 2218 Douglas Avenue Installations), Mayor Becker stated that there is ample room on the Adams Outdoor property to accommodate the post for the new sign, electrical service installation and soils contamination issues are typically addressed at time of permit application. Director O'Connell stated that the 35 foot sign height at 2218 Douglas Avenue is requested so that the sign can clear the roofs of the buildings to the north, but the southern sign will remain at its current height. Jason Saari explained that Adams outdoor does carry liability insurance in the event that a sign would fall and damage adjacent property, and that the increased size in sign area is attributable to modern industry standards.*

*Ron Kurdas of 2709 Hanlon Drive (re: 3640 Northwestern Avenue installations) expressed opposition citing negative impacts at his residence from light emitted by the proposed signs. In response to Mr. Kurdas, Mayor Becker explained the City's notification process.*

*Jason Saari stated that the signs are typically placed on a timer so that the lights turn off at midnight.*

*Steven Shirley of 3008 Old Mill Drive (re: 3640 Northwestern Avenue installations) expressed opposition stating that the intersection is too busy and thus prone to accidents, the signs will contribute to visual pollution, the signs themselves are not aesthetically pleasing, and the proposed signs are too large.*

*Tom Kaminski of Modine Manufacturing, 1500 De Koven Avenue, (re: 1623 De Koven Avenue installation) expressed opposition citing that since 1999 they have invested \$30 Million to improve their facilities, and with the investment the City has made to re-develop the former Jacobsen property, the proposed installation is contrary to those investments.*

*Ralph Wagner of A-1 Auto Body, 1800 21st Street, (re: 1623 De Koven Avenue and 1601 21st Street installations) expressed opposition to the installations stating that they seem to run contrary to the effort made to re-develop the Jacobsen property, and that he is concerned that they would hinder development in the area.*

*Willford West of 2558 North Green Bay Road (re: 3640 Northwestern Avenue installations) expressed opposition citing the existence of too much lighting already in the area, and that the signs would be distracting and a hazard.*

*Scott Schmanski of Root River Drive (re: 3640 Northwestern Avenue installations) expressed opposition, citing safety concerns.*

*Michael Miklasevich, County Supervisor, 1432 Windsor Way #1, (re: 3640 Northwestern Avenue and 1673-75 State Street installations) expressed opposition, citing the*

*dangerous intersection at the 3640 Northwestern Avenue, and the close proximity to residences at the 1673-75 State Street location.*

*In response to Alderman Karas, Mayor Becker stated that the property is taxed as personal property, existing structures would be removed by Adams Outdoor prior to those properties being transferred to the City, and there most likely will be very little increase in tax base as a result of land swaps despite the proposed improvements to properties that will be retained or developed by Adams Outdoor.*

*Alderman Weidner (re: 3640 Northwestern Avenue, 2026 Mt. Pleasant Street, 1673-75 State Street, and 1728 North Memorial Drive installations) expressed opposition to the installations, citing their unaesthetic appearance in relation to the areas they are to be placed. She question why these new locations were being traded for the locations slated for elimination?*

*Alderman Shields expressed opposition to the current Adams Outdoor proposal, stating that the it is unclear how the installation proposed for along Memorial Drive will fit in with redevelopment efforts, and that he has received calls opposing the Memorial Drive installations. He suggested that the entire proposal be deferred to allow more study.*

*There being no further comments or questions, and hearing no objections, Mayor Becker closed the public hearing at 6:17 p.m.*

*Mayor Becker explained that the individual installations need to be considered in relation to the entire proposal. He stated that the intent is to decrease the centralization of the bill boards so the trade-off is that the central city would see a decrease while outlying areas would see new structures thus avoiding clustering as currently seen along Racine Street. He recognizes that the Northwestern Avenue installations are problematic, and that he would like time to meet with business owners along S. Memorial Drive to discuss with them how all the locations fit into the entire Adams Outdoor proposal. He suggested that the item be deferred.*

*In response to Alderman Holding, Mr. Saari stated that he would install required safety measures on existing facilities if their proposal is rejected.*

*Director O'Connell pointed out that all the proposed installation comply with zoning in that they are either permitted by right or by conditional use permit.*

*In response to Alderman Weidner, Mayor Becker stated that all those who spoke, who are present, or who submitted e-mails will receive notice of when this matter is scheduled to come back to the Commission.*

*Alderman Holding urged the applicant to consult with the Root River Council.*

*Chris Eigenberger of Adams Outdoor stated that he understands the concerns of the public but he pointed out the benefits to the community and local business derived from the service they provide. He stated that his goal is to negotiate in good faith to arrive at an acceptable project.*

*Alderman Shield asked that the respective Aldermen of the impacted districts be invited to the meetings the Mayor will be conducting with the businesses opposed to the certain installations*

**A motion was made by Alderman Gregory Holding, seconded by Vincent Esqueda, that this item be Deferred. The motion PASSED by a Voice Vote.**

**Adjournment**

*There being no further business before the Commission and hearing no objections,  
Mayor Becker adjourned the meeting at 6:27 p.m.*

*Respectfully Submitted,*

*Brian F. O'Connell, Secretary  
Director of City Development*