



City of Racine

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

Meeting Minutes - Final

Downtown Area Design Review

Amy Connolly
Alderman Jeff Coe
Michael Rosienski
John Monefeldt
Micah Waters
Ryan Rudie
Richard Christensen

Thursday, October 5, 2017

4:30 PM

City Hall, Room 207A

Call To Order

PRESENT: 6 - Amy Connolly, Jeff Coe, Michael Rosienski, John Monefeldt, Micah Waters and Richard Christensen
EXCUSED: 1 - Ryan Rudie

Approval of Minutes for the August 3, 2017 Meeting

A motion was made by Alderman Coe seconded by Commissioner Connolly to approve the minutes of the August 3rd meeting. The motion **PASSED** by a Voice Vote.

[976-17](#)

Subject: (Direct Referral) A request from Andrew Meyer for review and approval of a White Box Grant for the property at 324 Sixth Street.

Attachments: [ABM on White Box 324 Sixth Street](#)
[324 Sixth Street WB Application](#)

The applicant, Andrew Meyer, stated he is requesting a White Box grant for a portion of the building located at 324 Sixth Street to upgrade the HVAC. He stated he has leftover funds from the first grant he received and asked the Commission if he could use the rest of the first grant to offset some of the costs of renovating the property.

Commissioner Connolly stated that the funds have to be applied for prior to the money being allocated, meaning that the applicant cannot use funds from one project for a different project.

Alderman Coe asked if the bathrooms would be for the 324 Sixth Street address or another address.

Mr. Meyer stated 322 Sixth Street has ADA bathrooms; however, 324 Sixth does not have an ADA compliant bathroom. He stated they are looking to put in access doors to access to the ADA bathrooms in 322 Sixth Street. He stated it depends what the city codes will allow.

The Commission suggested the applicant defer action on the request until the applicant presented a full application of what he wanted to do.

A motion was made by Commissioner Waters, seconded by Alderman Coe to defer the request. The motion PASSED by a Voice Vote.

[977-17](#)

Subject: (Direct Referral) A request from Scott Monroe, representing Racine Riverside Marine, for review and approval of a White Box grant for the property at 1028 Douglas Avenue.

Attachments: [ABM on White Box 1028 Douglas Avenue](#)
[1028 Douglas Avenue WB](#)

Scott Monroe explained the project and the building. He stated the ground level will be an additional retail showroom for their products and that the entire first floor has been gutted.

Chairman Christensen confirmed that, because of the cost of the project, he was eligible for the full amount of the grant.

A motion was made by Commissioner Waters, seconded by Alderman Coe, to approve the request for the White Box. The motion PASSED by a Voice Vote.

[978-17](#)

Subject: (Direct Referral) A request from Robert Osborne for review and approval of a White Box grant for the property at 318 Main Street.

Attachments: [ABM on White Box 318 Main Street](#)
[318 Main Street WB](#)

The applicant, Robert Osborne, briefly described his project. He stated he looking for a grant to help renovate the first floor to get it ready for lease.

Commissioner Connolly asked about the remodeling details of the building.

Mr. Osborne explained that they will be gutting out the entire first floor, removing some of the walls, etc.

The maximum grant amount that Mr. Osborne is eligible for is \$16,800.00.

A motion was made by Commissioner Waters, seconded by Commissioner Connolly, to approve the White Box grant. The motion PASSED by a Voice Vote.

[985-17](#)

Subject: (Direct Referral) A review of plans submitted by Richard Christensen of ARC Architectural Group, representing Somina LLC, for a facade renovation project at 318 Main Street. (DC-17)

Attachments: [318 Main Street Plans](#)

The applicant, Mr. Osborne, stated plans for façade renovation include rebuilding the storefront, retaining the look of the top portion of the building, and replacing the windows.

Commissioner Connolly asked about the material that would be used at the top of the building.

Richard Christensen stated it is terracotta tile. He stated that, at this time, they were unable to determine whether or not the tiling is still intact. He stated if it were, they

would try to preserve it.

Commissioner Connolly asked about the second floor windows and their selection and if they were in line with the design guidelines.

Mr. Sadowski stated it is hard to tell with the building, the windows installed now are not original, stated the windows being proposed is closer and works with the style of the building.

A motion was made by Alderman Coe, seconded by Commissioner Monefeldt, to approve the request. The motion PASSED by a Voice Vote. Chairman Christensen did not vote on the item.

986-17

Subject: (Direct Referral) A review of plans submitted by Richard Christensen of ARC Architectural Group, representing Somina LLC, for a facade grant related to a facade renovation project at 318 Main Street. (DC-17)

Attachments: [318 Main Street Grant](#)

Mr. Sadowski stated the applicant is eligible for the full grant amount of \$10,000.00. He stated the full project is estimated to cost around \$35,000.00.

A motion was made by Alderman Coe, seconded by Commissioner Rosiensi, to approve the façade grant. The motion passed by a Voice Vote. Chairman Christensen did not vote on the item.

982-17

Subject: (Direct Referral) A review of plans submitted by Micah Waters, representing Richard Onyon of Butcher & Barrel, for awnings and signage for a facade renovation project at 300 - 6th Street. (DC-17)

Attachments: [300 Sixth Street Plans](#)

Micah Waters showed the Commission a plan of the awning for the building. He stated the awning will be in black and the window trim will be painted black as well.

Craig Shaub, Dig-it all Sign Company, presented the signage package. He stated the options of channel or halo were being looked at and the client decided to go with halo illuminated signage. He showed samples of the halo illuminated (with LED) signage and stated it will be a brushed finish with a 3000K color temperature and laser cut acrylic painted matte with a metallic silver. Mr. Shaub explained the east elevation will have a watermark on the far north end that will be adhered to the wood. He stated the digital print will be photographed and have a degree of transparency if the budget allows.

Mr. Sadowski asked how the watermark will adhere.

Mr. Shaub stated it is pressure activated that breaks the adhesive that sets within a number of days.

Commissioner Connolly asked how it is removed and if it causes damage when removed.

Mr. Shaub stated a heat gun is used for removal and it is non-damaging unless used on painted wall or drywall. Power will be ran behind the wood façade. He stated power

supplies are wet rated.

Mr. Sadowski stated the total square footage conforms to what is allowed.

A motion was made by Alderman Coe, seconded by Monefeldt, to approve the request. The motion PASSED by a Voice Vote.

[434-17](#)

Subject: (Direct Referral) A review of plans submitted by Micah Waters, representing Richard Onyon of Butcher & Barrel, for a façade grant for a façade remodeling renovation project at 300 - 6th Street. (DC-17)

Attachments: [300 Sixth Street Grant](#)

Mr. Sadowski stated there were significant costs involved in the project so the applicant chose to submit estimates for the windows only which are \$38,000. He stated they are eligible for the maximum amount of \$10,000. He stated windows were already installed; however, it has been reviewed by the Commission at prior meetings.

A motion was made Commissioner Monefeldt, seconded by Commissioner Connolly, to approve the façade grant. The motion PASSED by a Voice Vote. Commissioner Waters did not vote on the item.

[983-17](#)

Subject: (Direct Referral) A review of plans submitted by Bill Pfister of Michael's Signs, representing First Presbyterian Church Racine, for a sign replacement at 716 College Avenue. (DC-17)

Attachments: [718 Grand Avenue Plans](#)

Bill Pfister, Michael's Signs, stated the request is to replace the old sign on the building with a box sign on the front with the "First Presbyterian" logo with an aluminum face with push through led illuminated lettering. The sign will be placed on the center of the building.

Mr. Sadowski explained the standards that have been allowed in the past for signage.

Mr. Pfister clarified to the Commission that the white shown on the signage is not internally illuminated.

A motion was made by Commissioner Waters, seconded by Alderman Coe to approve the request. The motion PASSED by a Voice Vote.

[984-17](#)

Subject: (Direct Referral) A review of plans submitted by Turner R. Morris III, representing Focus 21 Studios, LLC, for a signage plan for 345 Main Street. (DC-17)

Attachments: [345 Main Street Plans](#)

The applicant, Turner Morris III, showed the Commission samples of what the sign would be made out of.

Mr. Sadowski stated sign meets the size and material requirements and is consistent with design standards and the ordinance. He stated one of the points discussed with the sign company was moving the "advertisement" portion displaying the services, to the decals of windows.

Commissioner Monefeldt stated having the window signage is more pedestrian friendly

and conforming to the environment.

Discussion ensued about the size of signage allowed.

The Commission decided to have the sign company contact Sadowski for staff approval.

A motion was made by Commissioner Connolly, seconded by Commissioner Monefeldt, by removing the services portion (photography, videography, graphics and design, 2D and 3D Animation) of the sign and resubmit for staff approval. The motion PASSED by a Voice Vote.

[987-17](#)

Subject: (Direct Referral) A review of plans submitted by Kimyron Bonner of Mrs. Betty's Kitchen for a facade renovation project at 327 Main Street. (DC-17)

Attachments: [327 Main Street Plans](#)

Mr. Sadowski showed the Commission the metal proposed for the insert of the sign panel area, color rendering of the building along with color samples, knee wall proposal and what is being proposed for the sign panel. He stated new windows are being proposed.

Chairman Christensen stated that tinted windows are not allowed.

Mr. Sadowski clarified that the design standards require a clear glass be used.

Kimyron Bonner, the applicant, clarified that the brick would not be painted; however, Commissioners stated that it would be o.k. if it were as it was not original to the building.

Discussion ensued regarding the beam and the arches that are present on the building, and the paint that would adhere to galvanized metal.

Commissioner Waters asked about the sidewalk. Mr. Bonner stated he will be taking it down to the brick.

Mr. Sadowski stated signage is not included in the review.

A motion was made by Commissioner Monefeldt, seconded by Alderman Coe, to approve the façade renovation with the use of clear glass. The motion PASSED by a Voice Vote.

[988-17](#)

Subject: (Direct Referral) A review of plans submitted by Kimyron Bonner of Mrs. Betty's Kitchen for a facade grant related to a facade renovation project at 327 Main Street. (DC-17)

Attachments: [327 Main Street Grant](#)

Mr. Sadowski stated the façade grant submittal was complete, the maximum amount of the grant is requested.

A motion was made by Alderman Coe motioned, seconded by Commissioner Connolly, to approve the façade grant request for \$10,000. The motion PASSED by a Voice Vote.

[989-17](#)

Subject: (Direct Referral) A review of plans submitted by Paul Patterson, representing Wisconsin Lutheran School, for signage at 718 Grand Avenue/719 Washington Avenue. (DC-17)

Attachments: [718 Grand Avenue Plans](#)

The representative for the applicant, Jason Roetz of FastSigns, spoke regarding the request.

Mr. Sadowski stated the site is shared with Landmark Title. They have the eastern 1/3 portion and Landmark Title has the western 2/3 portion of the building.

Mr. Roetz stated there currently is no signage for the school so they are looking for one sign to direct people to the entrance of the building and another to indicate the entrance itself.

Mr. Sadowski explained that the sign is a basic sign panel with some artwork. He stated with the current proposal, the sign package would be over the signage limit. He stated the site is allowed 120 sq. ft. of signage; however, the Landmark Title sign is 62 sq. ft., leaving the applicant with only 58 sq. ft. to work with. Mr. Sadowski stated one option is to just have one sign over entrance on Grand Avenue instead signage on Washington Avenue as well.

Commissioner Connolly asked about requirements regarding design standards

Mr. Sadowski stated the design standards would like to see more dimension to the sign; however, the ordinance does allow for basic signage. He stated that the request for the Washington Avenue signage is very inconsistent with the current Landmark Title signage

Chairman Christensen stated the sign does not relate to the building. He suggested adding a wood frame to tie the sign to the building. He stated the sign looks like it is floating, location is arbitrary could possibly be centered over the windows. Grand Avenue signage has more purpose. He informed the agent for the applicant that the sign needs to have context with the building.

Commissioner Connolly feels multi-tenant buildings without separate storefronts should have similar signage.

Discussion ensued about sign placement and design.

A motion was made by Commissioner Monefeldt, seconded by Alderman Coe, to approve signage on Grand Avenue subject to staff approval. The motion PASSED by a Voice Vote.

[990-17](#)

Subject: (Direct Referral) A review of plans submitted by Tom and Sheila Johnston, representing Red Moon, for signage at 334 Main Street. (DC-17)

Attachments: [334 Main Street Plans](#)

The applicant, Sheila Johnston, stated they are relocating their sign from 335 Main Street to 334 Main Street.

Commissioner Waters asked whether or not the ghosting of the previous tenant will be

painted over.

Ms. Johnston stated they do not own the building, however, it should be painted at some point.

Mr. Sadowski stated the sign was approved for the other side of the street and meets design guidelines.

Commissioner Monefeldt clarified with the applicant that the signage would be centered on the sign band.

A motion was made by Alderman Coe, seconded by Rosiensi, that this file be Approved

Adjournment

There being no further business the meeting adjourned at 6:00 p.m.