



# City of Racine

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

## Meeting Agenda - Final Planning Heritage and Design Commission

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Wednesday, July 22, 2020

4:30 PM

Virtually

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### Call To Order

### Approval of Minutes for the June 24, 2020 Meeting.

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

[0218-20](#)

**Subject:** Request by Dominion Properties, authorized agent for The Main Attraction LLC, seeking a conditional use permit to operate a Hotel/Motel with possible extended stay, a request for a certificate of appropriateness, and a request for approval of exterior changes at 500 Main Street.

**Attachments:**

[Recommendation](#)

[Downtown Design Review Summary](#)

[Public Hearing Notice](#)

[Applicant Submittal](#)

*Staff Summary:*

*Being zoned B-4 Central Business District, hotels are permissible upon approval of a conditional use permit per Sec 114-508 of the Municipal Code. The applicant's project includes renovating the existing four-story building, and a 25,000 square foot +/- addition to the building on the vacant lot to the south. The building is proposed to operate 24 hours a day, 7 days a week and features 80 guest rooms on floors 2 through 4, a theater and a fitness room for guests, two food and beverage outlets (one on the first floor and the other as a rooftop amenity), first floor banquet space for up to 180 people, and other guest services. Hotel operational facilities would be located in the basement level. Subject to the findings and conditions outlined in the staff report, the Planning, Heritage, and Design Commission should consider recommending to the Common Council that the request be approved and PHDC should find the exterior modifications to be appropriate for a landmarked structure.*

### END OF PUBLIC HEARING

[0221-20](#)

**Subject:** Request from Amy Henry of Kimley-Horn and Associates, Inc., representing Target Corporation, for a minor amendment to a conditional use permit for signage and a facade remodel at 5300 Durand Avenue.

**Attachments:**

[Recommendation](#)

[Applicant Submittal](#)

*Staff Summary:*

*Being zoned B-2 Community Shopping and located within the Regency Mall commercial planned development, the Target store is treated as a conditional use and the proposed*

*exterior renovation/refresh is considered a minor amendment thereto per section 114-155 of the Municipal Code. Plans including wall sign replacement, redesign of the main customer entry façade, refreshing of landscaping, and updating of the free-standing pylon sign. Subject to the conditions outlined in the staff report, the Commission should consider approving the renovation/refresh.*

[0333-20](#)

**Subject:** Request from Bob Gleason for minor amendment to the Rapids Plaza conditional use permit for signage and a facade remodel at 2210 & 2300 Rapids Drive. (PHDC-20)

**Attachments:**

[Recommendation](#)

[Applicant Submittal](#)

*Staff Summary:*

*Being zoned B-2 Community Shopping District, shopping centers are a conditional use permit (CUP). Minor changes to CUPs such as exterior updates, paint color changes, and new signage are considered minor amendments needing PHDC review and approval (Sec. 114-155). The owner of the property seeks to update and remodel the existing building including signage for the major tenant space (former Pick N Save), and a revised paint scheme for the entire center. Subject to conditions, staff recommends the Commission consider approval of the minor amendment.*

## Raze Permits

[0479-20](#)

**Subject:** Review of a raze permit for the garage at 1008 Grove Avenue.

**Attachments:**

[1008 Grove Garage](#)

## Adjournment

**If you are disabled and have accessibility needs or need information interpreted for you, please contact the Department of City Development at (262) 636-9151 at least 24 hours prior to this meeting.**

**Given the Covid-19 Pandemic, a virtual meeting and public hearing through the internet has been scheduled by the Planning, Heritage and Design Commission. You may access the meeting by phone via the following:**

**Phone Number: 1 (844) 992-4726**

**Access Code: 132 542 9679**

**Prior to the meeting and public hearing, your questions can be submitted, or plans can be requested by contacting the Department of City Development at (262) 636-9151, by facsimile (fax) at (262) 635-5347, or via email at [citydevelopment@cityofracine.org](mailto:citydevelopment@cityofracine.org). Written comments regarding public hearing items may be submitted until 4:00 p.m. on Wednesday July 22, 2020 and will be read during the respective 4:30 p.m. public hearing.**