



City of Racine

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

Meeting Minutes - Final City Plan Commission

*Mayor John T. Dickert, Alderman Gregory Holding
Atty. Jud Wyant, Atty. Elaine Sutton Ekes
Vincent Esqueda, Brent Oglesby, Eric Marcus*

Wednesday, April 14, 2010

4:15 PM

City Hall, Room 205

Call To Order

Mayor John Dickert called the meeting to order at 4:20 p.m.

PRESENT: 6 - John Dickert, Elaine Sutton Ekes, Vincent Esqueda, Brent Oglesby, Jud Wyant and Eric Marcus

EXCUSED: 1 - Gregory Holding

Others present: Matt Sadowski, Principal Planner
Jill Johanneck, Associate Planner
Rick Heller, Chief Building Inspector
Alderman Jeff Coe

Approval of Minutes for the March 31, 2010 Meeting

A motion was made by Commissioner Esqueda, seconded by Commissioner Marcus, to approve the minutes of the March 31, 2010 meeting. The motion PASSED by a Voice Vote.

10-4930

Subject: (Direct Referral) Request from Bob Stell of Lemberg Electric Co. Inc. representing Walgreens Corp., for a conditional use permit for an electronic message center at 819 N. Memorial Drive.

Attachments: [PH Notice - 819 N. Memorial Dr.](#)

Principal Planner Sadowski advised the Commission that the applicant has requested this item be deferred to a future date not yet determined.

A motion was made by Commissioner Esqueda, seconded by Commissioner Wyant, that this item be deferred. The motion PASSED by a Voice Vote.

10-4985

Subject: (Direct Referral) Request from Jeffery Wagner, representing Cricket Communications, seeking a minor amendment to a conditional use permit for a cellular communications facility at 1600 Summit Avenue.

Principal Planner Sadowski discussed the request by Cricket Communications to add an additional antenna at this location to improve service to their northwest sector. Mayor Dickert asked the applicant if there were any financial payment to the City via their lease agreement. The applicant advised he was not aware of any agreement within the lease.

A motion was made by Commissioner Wyant, seconded by Commissioner

Esqueda, that this item be approved subject to staff recommendations. The motion PASSED by a Voice Vote.

10-4986

Subject: (Direct Referral) Request from Jeffery Wagner, representing Cricket Communications, seeking a minor amendment to a conditional use permit for a cellular communications facility at 1810 Phillips Avenue (aka 1828 DeKoven Avenue).

Principal Planner Sadowski discussed the request by Cricket Communications to add an additional antenna at this location. The request is for a minor amendment to the Cricket antennae approved in 2008.

A motion was made by Commissioner Wyant, seconded by Commissioner Esqueda, that this item be approved subject to staff recommendations. The motion PASSED by a Voice Vote.

10-4939

Subject: (Direct Referral) Consideration of an ordinance amendment reducing the minimum cost threshold for the review of façade projects within the Downtown Area Design Review District. (Ord.4-10)

Recommendation of the City Plan Commission on 4-14-10: That an ordinance be prepared and public hearing scheduled.

Fiscal Note: N/A

Attachments: [Value Threshold DADRC_001](#)

Principal Planner Sadowski discussed concerns of staff and the Downtown Design Review Commission (DADRC) over the financial threshold for improvements made that do not meet the threshold of \$5,000, therefore not requiring DADRC review and approval. Several slides were shown indicating some instances of substandard improvements. Amended ordinance language was suggested to eliminate the existing \$5,000 threshold for review.

Alderman Coe was present and spoke in favor of eliminating the lowered threshold. Mr. Richard Christiansen was also present and spoke in favor of the change.

Rather than elimination, various lower dollar thresholds were discussed, however a decision on an amount was not selected.

A motion was made by Commissioner Sutton-Ekes, seconded by Commissioner Esqueda, that an ordinance be prepared and a public hearing scheduled. The motion PASSED by a Voice Vote.

10-4987

Subject: (Direct Referral) Consideration of an ordinance amendment establishing standards for high resolution electronic message centers. (Ord.5-10)

Recommendation of the City Plan Commission on 4-14-10: That an ordinance be prepared and public hearing scheduled.

Fiscal Note: N/A

Principal Planner Sadowski introduced potential language for an ordinance amendment establishing standards for high resolution signs. Currently, the code has

no regulation of these types of new technology signs.

Planner Johanneck noted that ordinances from various communities and literature from the American Planning Association were reviewed in the drafting of the ordinance language. Further research will be done prior to adoption of the ordinance.

Commissioner Marcus raised concerns over safety, and that the Commission should be updated on any incidents involving this technology in the future.

A motion was made by Commissioner Marcus, seconded by Commissioner Esqueda, that an ordinance be prepared and a public hearing scheduled. The motion PASSED by a Voice Vote.

Administrative Business

None.

Adjournment

There being no other business, Mayor Dickert adjourned the meeting at 5:10 p.m.