



City of Racine

City Hall
730 Washington Ave.
Racine, WI 53403
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Meeting Minutes - Draft

Downtown Area Design Review

Ryan Rudie
Co-Chairman Richard Christensen
Gary Wolfe
Micah Waters
John Monefeldt
Amy Connolly

Thursday, July 7, 2016

4:30 PM

City Hall, Room 307

Call To Order

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

Approval of Minutes for the June 2, 2016 Meeting

A motion was made by Commissioner Connolly, seconded by Alderman Coe, to approve the June 2, 2016 minutes as amended. The motion PASSED by a Voice Vote.

[0589-16](#)

Subject: (Direct Referral) Review of designs submitted for an upper façade renovation at 612 Sixth Street. (DC-16)

Matt Sadowski advised the plans have been approved except for color selections. Ramona Yduante, representing the applicant, presented the final color and material selections. The stone originally approved will be replaced by grey porcelain tile. Discussion ensued about the design elements and façade appearance.

A motion was made by Commissioner Rudie, seconded by Alderman Coe, to approve with the return detail for the inside and outside corners to be approved by Staff. The motion PASSED by a Voice Vote.

[15-00888](#)

Subject: (Direct Referral) Request for a façade grant for a façade remodeling project at 612 Sixth Street. (DC-15)

This is related to agenda item 0589-16. Matt Sadowski stated two quotes were needed for review. Richard Christensen advised the two quotes were submitted. Matt will verify and review. Richard clarified the applicant is doing most of the work.

A motion was made by Commissioner Monefeldt, seconded by Alderman Coe, to approve subject to verification of contractor invoices by Staff. The motion PASSED by a Voice Vote.

[0582-16](#)

Subject: (Direct Referral) Request to amend a sign plan to include indirect lighting (gooseneck) at 837 Main Street. (DC-16)

Bill Pfister or Michael's signs presented the lighting fixture proposed. The fixture mounts to the wall to shine light down onto the sign, with an angled 'neck' to focus lighting onto the sign. The fixture will be black and utilize LED lighting. Discussion

about the fixture design, placement and illumination ensued.

A motion was made by Alderman Coe, seconded by Commissioner Monefeldt, to approve with color temperature range between 4,000-5,000 degrees Kelvin. The motion PASSED by a Voice Vote.

[0583-16](#)

Subject: (Direct Referral) Request for signage at 244-266 Main Street. (DC-16)

Bob Hartman, of Hartman Designs presented the proposal. Exterior wall signage is requested in the form of aluminum cutout letters, pin mounted to the sign panel. The letters will be painted light metallic gold (sample presented). Also requested are three vinyl window graphics. No illumination is proposed.

Discussion ensued about the content and placement and appearance of the vinyl graphics. The phone number provided on the vinyl graphics is not allowed per ordinance. Following lengthy discussion, the applicants requested approval for the wall signage, and to defer action on the window signage while they explore their options.

A motion was made Alderman Coe, seconded by Commissioner Monefeldt, to approve the upper façade signage as presented, with deferral of action on the window signage. The motion PASSED by a Voice Vote.

Administrative Business

Illegal sign noted by Commissioner Monefeldt. He will contact Building Inspection to report. Downtown Design Standards - general discussion.

Adjournment

The meeting adjourned at 6:10 p.m.