



# City of Racine

City Hall  
730 Washington Ave.  
Racine, WI 53403  
[www.cityofracine.org](http://www.cityofracine.org)

## Meeting Minutes - Final City Plan Commission

*Alderman Dennis Wisner  
Mayor John Dickert  
Molly Hall  
Elaine Sutton Ekes  
Vincent Esqueda  
Tony Veranth  
Pastor Melvin Hargrove*

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Wednesday, June 25, 2014

4:15 PM

City Hall, Room 205

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### Call To Order

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

**PRESENT:** 5 - Tony Veranth, John Dickert, Molly Hall, Melvin Hargrove and Dennis Wisner

**EXCUSED:** 2 - Elaine Sutton Ekes and Vincent Esqueda

Others present:

*Matthew Sadowski, Assistant Director of City Development/Principal Planner  
Jill Johanneck, Associate Planner  
Ken Plaski, Chief Building Inspector / Zoning Administrator*

### Approval of Minutes for the June 11, 2014 Meeting

A motion was made by Commissioner Hargrove, seconded by Alderman Wisner, to approve the minutes of the June 11, 2014 meeting. The motion **PASSED** by a Voice Vote.

#### 14-10270

**Subject:** A request from Pedro Hernandez for a minor amendment to a conditional use permit for 1241 Frederick Street to extend the time of completion certain site requirements.

**Attachments:** [1241 Frederick Street Request](#)  
[\(Res. 13-0440\) 1241 Frederick Street](#)

*As directed at the previous Plan Commission meeting, the applicant, Pedro Hernandez, met with Mr. Sadowski to clarify the requirement that the existing auto repair he operates at 914 Marquette Street is to be closed down before operating at the new proposed site on Frederick Street. Mr. Hernandez advised he understood. Mr. Sadowski also advised the request to extend some site improvements until August 1st be approved with the understanding that they will completely move the auto repair operation from its current location to Frederick Street.*

*Mayor Dickert reiterated the above with the applicant, and stated that the violations that occurred at the Marquette Street location are expected not to occur at the new site. Mr. Hernandez advised he understood.*

A motion was made by Commissioner Hargrove, seconded by Commissioner Veranth, to approve the extension for improvements to the Frederick Street location be granted, and that the operation at 914 Marquette Street cease when occupancy occurs at 1241 Frederick Street, subject to Staff conditions. The motion PASSED by a Voice Vote.

14-10311

**Subject:** (Direct Referral) A request by Johnson Redevelopment Corporation for a minor amendment to a conditional use permit to add additional parking at 141 Main Street. (PC-14)

*Mr. Sadowski provided a review of the proposed location for the additional parking lot, which will be located east of the existing building. The extent of the additional parking lot and site photos were reviewed. The expansion of the parking lot will result in the need to remove the existing trees and shrubs that are west of the fence. He stated the concern of headlight intrusion from the new lot and advised Staff is requesting landscape screening be provided to shield the lights from the condominiums.*

*Commissioner Hall inquired if removal of the trees is necessary. Brett Neylen, a representative of Johnson Redevelopment Corporation, advised the trees will need to be removed to accommodate additional parking spaces. Lower growing vegetation and shrubbery will be installed to shield the residential development to the east from head lights. Mr. Sadowski advised the trees on the east side of the fence will remain.*

**A motion was made by Commissioner Hargrove, seconded by Commissioner Veranth, to approve the request to add additional parking at 141 Main Street. The motion PASSED by a Voice Vote.**

14-10312

**Subject:** A request by Sto Architecture, LLC for a minor amendment to a conditional use permit to allow for window tinting at 3440 Douglas Avenue, Dollar General. (PC-14)

*Mr. Sadowski advised the Commission the Dollar General was before them last November, at which time conditions for approval were presented which were created to be in line with the Douglas Avenue redevelopment plan design and signage guidelines. The applicants are currently requesting to obstruct approximately 75% of the window area of the store windows and 100% of the non-functional doors with white, opaque vinyl covering. Staff supports the request to cover the non-functioning doors as requested, however recommends 25% maximum obstruction of the windows, keeping the project more in-line with the Douglas Avenue redevelopment plan and community policing concepts.*

*Discussion ensued. A sample of the material was provided for the Commissioners review. When asked, the applicant indicated there are security cameras in the store. Mayor Dickert advised the sign code was recently changed to reduce amounts of window signage, and allowing the window coverage sets a precedent for others to request variances from the ordinance. He added the appearance that would be created would not be attractive as part of the street scape.*

*Jeff Stowe, architect for the project, advised Dollar General likes to have display shelves up against the windows, and that the vinyl looks better than the rack of merchandise. He also indicated he would be satisfied with the 25% window coverage if allowed to cover the unused doors 90% with the vinyl. He submitted a revised rendering illustrating the proposed reduced window coverage.*

**A motion was made by Alderman Wiser, seconded by Commissioner Hargrove, that the revised plans presented be approved, subject to Staff**

recommendations, with up to 25% of the windows being allowed coverage, and that the conditions of the November 13, 2013 conditional use approval remain in place. The motion **PASSED** by a Voice Vote.

14-10313

**Subject:** (Direct Referral) Amendments to the sign ordinance: walk-up establishments and roof signs. (PC-14) (Ord. No. 11-14)

**Recommendation of the City Plan Commission on 7-30-14:** That an ordinance be prepared and a public hearing scheduled.

**Recommendation of the City Plan Commission on 8-27-14:** That Ordinance 11-14 be amended to accommodate 50% window signage and exempt seasonal businesses in operation as of August 19, 2014, and adopt Ordinance 11-14 as amended.

**Fiscal Note:** N/A

*Mr. Sadowski introduced a review of possible code language for signage to address some of the unique businesses located within the City that are walk-up in nature. An example of a Dairy Queen was given as a business which exceeds current allowances for signage due to the nature of the establishment. A definition for walk up businesses was provided. He indicated the proposed new sign language would only apply to businesses that have no area for indoor access by customers. It would raise the amount of window signage allowed to 30%. A review of the proposed language was provided, and advised Staff would prepare some renderings to show how this would apply to these types of businesses.*

*Mayor Dickert inquired about using temporary signs for specials and requested Staff look into incorporating such language into the code. Alderman Coe inquired on the size of the signs and suggested these new standards be applicable on a seasonal basis. Commissioner Hall echoed Alderman Coe's comments and requested visuals reflecting the proposed changes be provided to the Commission.*

*Mr. Sadowski then discussed changes to the roof signage standards and how roof signs could help accommodate signage in the new 'Machinery Row' area being developed per the Root Works plan. Taking into consideration the fact that the Machinery Row area is approximately 20 feet below surrounding streets, use of roof signs could eliminate the need for pole signs, which are limited to ten feet in height. The roof sign would be allowed to advertise only a major tenant, or the name of the building or development. He briefly described the design standards for such signs and stated that Downtown Design review would be required for sign approval. One would be allowed as permitted use by right, with any subsequent requests requiring a conditional use permit. A review of the proposed text was provided.*

**A motion was made by Commissioner Hall, seconded by Commissioner Veranth, to defer this item to the next meeting. The motion PASSED by a Voice Vote.**

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

14-10314

**Subject:** (Direct Referral) A request by Kristine Beaugrand for conditional use approval to operate a beauty salon and spa at 512 Main Street. (PC-14) (Res. No. 14-0284)

**Recommendation of the City Plan Commission on 6-25-14:** That the item be approved, subject to conditions.

**Fiscal Note:** N/A

**Attachments:** [PH Notice - 512 Main Street](#)

*Ms. Johanneck provided an overview of the request to the Commission, reviewing the proposed location, available parking, and the services to be provided. She advised beauty salons are a permitted use in the B-4 central business district; however the spa is also offering massage services, which are conditional uses in the district.*

*The site is located in the Monument Square, will occupy a space formerly used by a bookstore which has since closed. Parking is available in the front of the building as well as a public lot in the rear of the building. The applicant advised she is purchasing the building. Mayor Dickert advised that, at times, the parking in front may be blocked due to community events.*

*The Public Hearing opened at 5:04 p.m.*

*Alderman Coe spoke in favor of the request.*

*The Public Hearing closed at 5:06 p.m.*

**A motion was made by Alderman Wisner, seconded by Commissioner Hall, to recommend approval of the request to locate the salon and spa at 512 Main Street, subject to Staff conditions. The motion PASSED by a Voice Vote.**

**14-10315**

**Subject:** (Direct Referral) A request by Evergreen Elementary, represented by Hillary Huck, to operate a grade school out of the building at 3131 Taylor Avenue, Building 2. (PC-14) (Res. No. 14-0285)

**Recommendation of the City Plan Commission on 6-25-14:** That the item be approved, subject to conditions.

**Fiscal Note:** N/A

**Attachments:** [PH Notice - 3131 Taylor Avenue](#)

*Ms. Johanneck provided a review of the request. The school is proposing to utilize one of the buildings (referred to as building No. 2) within the property for a grades 4k through 2nd grade elementary school of up to 100 students. Both levels of the building would be used, each floor approximately 3,519 square feet in area. Physical activities would be held in a different building located on the site (referred to as building No. 3), but school instruction will be limited to building 2.*

*Students will be dropped off and picked up in front of the building, and there will be an on-site turn around provided. The site provides 38 parking spaces, with this use generating the need for 7 per the zoning ordinance parking standards. Additional parking will need to be provided if the school proposes to expand in the future. A review of uses in the other buildings within the site commenced as part of the traffic*

*discussion.*

*The Public Hearing opened at 5:20 p.m.*

*Mr. David Walton, 3170 Taylor Avenue, expressed concerns with increased traffic and existing traffic problems with the ingress and egress to this property.*

*The Public Hearing closed at 5:22 p.m.*

*The applicant, Hillary Huck, came forward to address questions about the parking lot. She indicated there is an area between the two sections of parking that allows for vehicles to turn-around within the site. Mayor Dickert suggested a right-turn only sign be installed for driver clarification. Ms. Huck advised she will work with the Village of Elmwood Park, the property owner, on addressing the traffic concern.*

**A motion was made by Commissioner Hall, seconded by Commissioner Veranth, to recommend approval of the request, subject to Staff conditions. The motion PASSED by a Voice Vote.**

### **Administrative Business**

*None.*

### **Adjournment**

*The meeting adjourned at 5:30 p.m.*