

City of Racine

Room 103, City Hall



Meeting Minutes

Wednesday, July 26, 2006

4:00 PM

Room 103, City Hall

City Plan Commission

*Mayor Gary Becker, John Dickert, Elaine Sutton Ekes,
Vincent Esqueda, Alderman Gregory Holding,
Howard Harper, Jud Wyant*

Mayor Becker called fo order at 4:01 p.m.

*OTHERS PRESENT: Brian F. O'Connell, Director of City Development
Alderman Keith Fair
Alderman Robert Anderson
Alderman Jim Kaplan
Alderman Tom Friedel
Alderman Raymond Dehahn
Alderman Keith Karas
Don Rintz, Landmarks Preservation Commission
Rick Heller, Chief Building Inspector
Joe Heck, Assistant Director of City Development
Matt Sadowski, Principal Planner*

Approval of Minutes for the July 12, 2006 Meeting

A motion was made by Commissioner Ekes seconded by Commissioner Esqueda to approve the minutes, as distributed. Motion approved.

06-2286

Subject: Direct Referral. Request by Jessica Beckner of MS Consultants, Inc. representing White Castle System, Inc. seeking a minor amendment to a conditional use permit for the remodeling of the building at 5550 Durand Avenue.

Recommendation: That the request by Jessica Beckner of MS Consultants, Inc. representing White Castle Systems, Inc. seeking a minor amendment to a conditional use permit for the remodeling of the building at 5550 Durand Avenue be approved, subject to the following conditions.

- a. That the plans stamped "Received July 19, 2006" and presented to the Plan Commission on July 26, 2006 be approved subject to the following conditions.
- b. That all applicable building and occupancy permits be applied for through the Building Inspection Department.
- c. That all yard areas, landscaping, buildings and grounds be maintained in a professional manner and on a daily basis.
- d. That a detailed sign package be submitted for the review and approval of the Director of City Development.
- e. That all roof-top mechanical equipment be screened from view.
- f. That all trash, waste and recyclables be stored in closed containers and screened from view.
- g. That if an occupancy permit for the building is requested prior to the implementation of the approved landscape plan, then a letter of credit shall be submitted equal to the value of the landscaping to be installed.
- h. That all codes and ordinances be complied with and required permits

acquired.

i. That no minor changes be made from the conditions of this permit without the approval of the Plan Commission and no major changes be made from the conditions of this permit without the approval of the Common Council.

j. That this permit is subject to Plan Commission review for compliance with the listed conditions.

Fiscal Note: N/A

Mayor Becker introduced the item.

Director O'Connell reviewed the proposed changes to the building and grounds.

A motion was made by Commissioner Dickert seconded by Commissioner Esqueda that this file be approved, subject to the listed conditions in the recommendation. Motion approved.

[06-2122](#)

Subject: Compliance review of the conditional use permit for the Journal Times to expand operations at 212 & 300 Fourth Street.

Recommendation: That photographic documentation of the building and selected artifacts for preservation be accomplished to Wisconsin Historical Society standards and that a set of those photos be provided to the Landmarks Preservation Commission, the Racine Heritage Museum, the Racine Fire Belles and the Racine Fire Department.

Further, that the communication be received and filed.

Fiscal Note: N/A

Attachments: [HistoricFireStation.pdf](#)

Mayor Becker introduced the item.

Director O'Connell explained that this item had been referred back to the Plan Commission to further review compliance in relation to the conditions of approval for The Journal Times expansion project at 300 Fourth Street, Fire Hall No. 5. He explained that the Journal Times is in compliance with the conditional use approved by the Common Council Resolution No. 6328 with the exception that the structure needs documentation and certain architectural elements salvaged.

In response to Commissioner Dickert, Director O'Connell explained that the approved site plan is a result of the need to get truck traffic off Wisconsin Avenue as possible, and to create a more efficient operation.

In response to Commissioner Ekes, Director O'Connell explained that the Plan Commission has jurisdiction over this item, as the communication is questioning compliance with the conditional use permit.

Alderman Fair expressed frustration with the inability of the public to speak on this matter in the format of a public hearing.

Mayor Becker explained that the City has been addressing this matter now for 18 months, and unless new information is available, such as an written Offer to Purchase, then there is no new information to be presented.

Jim Chambers stated that all alternative have not been explored, but that a written offer to purchase had not been presented to The Journal Times.

In response to Commissioner Dickert, Director O'Connell explained the staging of the approved project, in that with the pending of the completion of the new storage facility, the demolition of the Fire Station is imminent.

Dick Johnston of the Racine Journal Times stated that the new storage facility should be ready for use by mid-August, 2006.

Commissioner Ekes stated that the record indicates that the Downtown Area Design Review Commission and Landmarks Preservation Commission met with the Journal Times representative, some to tour the site, and the record indicates their opinions were that restoration was not reasonable, given The Journal Times objectives.

Director O'Connell briefly explained the action and decisions of the Landmarks Preservation Commission, the Downtown Area Design Review Commission, and the Plan Commission in regards to this matter.

In response to Commissioner Ekes, Director O'Connell stated that the Landmarks Preservation Commission did not apply for grants to address the restoration of the structure.

Don Rintz, Landmarks Preservation Commission, further clarified the recommendation of the Landmarks Preservation Commission, stating that the demolition of the fire house was ultimately rejected.

In response to Mayor Becker, Director O'Connell stated that if there are other viable options, then the Plan Commission should expressed that in their report to the Common Council. He stated that staff feels the Journal Times' action to date meet the test of reasonableness..

In response to Alderman Dehahn, Mayor Becker explained that the rail bed along the river is a private road, and the construction and the ability of that road to handle truck traffic is unknown.

Eric Schultz of the Journal Times stated that use of the rail bed was explored as a potential alternative, but ultimately rejected.

Director O'Connell stated that staff's review indicated that alternatives were reviewed in relation to the utility of the building for operational needs of the Journal Times.

Commissioner Ekes stated that in analyzing the Plan Commission's role in this matter, she feels that the conclusions reached by staff in this matter as valid.

In response to Commissioner Dickert, Director O'Connell stated that documentation of the structure and preservation/salvage of artifacts is still required.

Mayor Becker instructed Mr. Chambers to provide The Journal Times with a written Offer

to Purchase, if it is his desire to save the building from demolition.

In response To Alderman Fair, Mayor Becker directed staff to create in more detailed timeline describing the actions of various reviewing bodies in this matter.

Director O'Connell reviewed the proposed motion.

A motion was made by Commissioner Ekes, seconded by Commissioner Esqueda, that this file be Recommended to be Received and Filed, subject to staff's recommendation. Motion approved.

06-2126

Subject: Direct Referral. A request from Barbara Kegg seeking a conditional use permit to operate a carry-out restaurant at 3523 Douglas Avenue.

Recommendation: That the request from Barbara Kegg seeking a conditional use permit to operate a carry-out restaurant at 3523 Douglas Avenue be approved, subject to the following conditions:

- a. That the plans stamped "Received June 15, 2006" and presented to the Plan Commission on June 28, 2006 be approved subject to the conditions contained herein.
- b. That the Plan Commission finds that a carry-out restaurant as described in the application materials is of the same general character as the uses permitted in the district.
- c. That all parking and drive areas be paved and striped.
- d. That only one pole sign and one building/wall sign be permitted.
- e. That detailed plans addressing landscaping, signage, trash handling, outside dining area and other exterior building and site modification be presented to the Access Corridor Development Review Committee for review and approval prior to the issuance of a building permit.
- f. That necessary building and occupancy permits be obtained from the Building Inspection Department.
- g. That the maximum hours of operation be Monday through Saturday from 11:00 a.m. to 10:00 p.m., and no hours on Sunday.
- h. That dumpster pick up be prohibited between the hours of 10:00 p.m. and 7:00 a.m., Monday through Saturday, with no pick up on Sunday.
- i. That all trash and recyclables be stored in closed containers and screened from view.

j. That all yard areas, landscaping buildings and grounds be maintained on a daily basis.

k. That all applicable codes and ordinances be complied with and required permits acquired.

l. That no minor changes be made from the conditions of this permit without the approval of the Plan Commission and no major changes be made from the conditions of this permit without the approval of the Common Council.

m. That this permit is subject to Plan Commission review for compliance with the listed conditions.

Fiscal Note: N/A

Attachments: [3523 Douglas .pdf](#)

Mayor Becker introduced the item.

Director O'Connell explained the proposal and comments received by the Northside Business Association. He stated that those comments were incorporated into staff's recommended conditions of approval, where appropriate.

A motion was made by commissioner Dickert, seconded by Commissioner Ekes, that this file be Recommended For Approval, subject to the listed conditions in the recommendation. Motion approved.

06-2130

Subject: Direct Referral. A request from Felix Servantez of Servantez Property, Inc. seeking a conditional use permit to establish an automobile repair and sales facility at 4101 & 4105 Washington Avenue

Recommendation 07-12-06: To defer action to allow staff and Attorney Servantez the ability to explore a conditional use permit as applied to a flex development overlay.

CPC incorporated CUP into Flex Use Supplement on July 26, 2006.

Fiscal Note: N/A

Recommendation 07-26-06: Approval of this item, subject to staff's recommendation, and to defer on this item.

Fiscal Note: N/A

Attachments: [4101&4105 Washington.pdf](#)

Mayor Becker introduced the item.

Director O'Connell reviewed staff's recommendation, and the proposed use supplement.

A motion was made by Commissioner Esqueda, seconded by Commissioner Harper that this file be Deferred. Motion approved with Commissioner Dickert voting no.

ZOrd.0004-06 AN ORDINANCE REZONING 2711 LATHROP AVENUE

To amend the map of the Zoning Ordinance of the City of Racine.

The Common Council of the City of Racine do ordain as follows:

Part 1:

That the property located at 2711 Lathrop Avenue, and more particularly described as follows:

"Begin at a point which is 500 feet south of the southeast corner of the intersection of Blue River and Lathrop, from that point travel easterly 481.03 feet, thence travel southerly 212.70 feet, thence travel easterly 60 feet, thence travel northerly 106.35 feet, thence travel westerly 421.03 feet to the east line of Lathrop Avenue, thence travel northerly along said line to the point of beginning of this description. Said land being in the City of Racine, Racine County, Wisconsin"

be rezoned from "I-1" Restricted Industrial District, to "I-1" with a Flex Development Overlay District, and designated as Supplement No. _____, which Supplement is hereby made a part of this ordinance.

Part 2:

This ordinance shall take effect upon passage and the day after publication.

Passed by the Common Council:

Approved:

Mayor

Attest:

City Clerk

FISCAL NOTE: N/A

Scheduled for Public Hearing to Common Council**06-2290**

Subject: Ordinance Z0rd.0004-06 to rezone 2711 Lathrop Avenue from I-1 Restricted Industrial District to 1-1 Restricted Industrial District with a Flex Development Overlay District.

Recommendation: That the ordinance be adopted.

Mayor Becker introduced the item.

Director O'connell explained the proposal.

A motion was made by Commissioner Ekes, seconded by Commissioner Esqueda, that this ordinance be Recommended For Adoption. Motion approved.

06-2287

Subject: Direct Referral. Review of the use supplement for Flex Development Overlay at 2711 Lathrop Avenue.

Recommendation: That a use supplement be adopted by a resolution of the Common Council in association with a Flex Development Overlay District at 2711 Lathrop Avenue, subject to the following conditions:

- a. That all uses listed in the underlying "I-1" Restricted Industrial District are permissible by right or by conditional use permit as specified in each district.
- b. That all applicable permits are obtained from the Building Inspection Department.
- c. That the following flex uses are permitted in addition to those permitted in the "I-1" Restricted Industrial District:
 1. Permitted uses: those uses permitted in the "B-2" Community Shopping District except those excluded herein.
 2. Conditional uses: those conditional uses permitted in the "B-2" Community Shopping District including auto sales as a primary use not to exceed ten vehicles for sales display or storage except those excluded herein.
 3. Uses excluded: bus stations and terminals, adult entertainment uses, recycling drop-off or processing sites, live entertainment, and outdoor recreation facilities.
- d. That all aspects of the flex uses and all other uses shall be contained on site.
- e. That all trash and recyclables be stored in closed containers and screened from view.
- f. That the following is prohibited.
 1. Changes in exterior light fixtures unless first approved by the

- Director of City Development for design, placement and intensity.
2. Pennants, banners, streamers, balloons, spot lights, or string lights.
 3. Vehicle mounted advertising devices such as antenna sleeves, balloons, or other forms of advertising or visual attraction methods other than window signs and price stickers.
 4. Storage or display of inoperable vehicles or vehicles part.
- g. That the following be submitted for the review and approval of the Director of City Development prior to the implementation of desired uses at this facility, but before September 1, 2006:
1. A landscape plan for implementation that illustrates plantings along Lathrop Avenue, and the design and location of a dumpster enclosure.
 2. A comprehensive sign package for implementation that creates a unified design for all tenants to be occupying this location.
- h. That the following be accomplished by October 31, 2006.
1. Repair and paint the fencing.
 2. Install approved landscaping.
 3. Clear brush, weed trees and debris from the rear/eastern yard area.
 4. Paving and striping of the rear/eastern yard area if intended to be used for parking.
- i. That the Chief Building Inspector or Director of City Development may impose additional conditions on a single or a group of flex uses to mitigate potential negative impacts on the subject or surrounding properties. Decisions in this regard may be appealed by the affected operator(s) to the Plan Commission who will forward a recommendation to the Common Council.
- j. That upon consultation between the Chief Building Inspector and Director of City Development, additional uses not listed in this resolution may be permitted if found to comply with the spirit and intent of this flex development and the Flex Development Overlay District.
- k. That all applicable codes and ordinances be complied with and required permits acquired.
- l. That no minor changes be made from the conditions of this flex development without the approval of the Plan Commission and no major changes be made without the approval of the Common Council.
- m. That this flex development is subject to Plan Commission review for compliance with the listed conditions.

Further that the item be deferred.

A motion was made by Commissioner Esqueda, seconded by Commissioner Ekes, that this file be Deferred. Motion approved.

06-2295

Subject: Direct. Referral. Review of a request by Milovan Milicevic for a conditional use permit for an auto sales and service, auto body repair and painting at 2711 Lathrop Avenue.

Recommendation: That the request by Milovan Milcevic seeking a conditional use permit for mixed use facility containing auto repair, sales and service, auto body repair and painting shop, and indoor storage and distribution be approved, subject to the following conditions:

- a. That the plans stamped "Received June 27, 2006" and presented to the Plan Commission on July 26, 2006 be approved, subject to the conditions contained herein.
- b. That all applicable building and occupancy permits are obtained from the Building Inspection Department.
- c. That as illustrated on the building and site plan, the use of the building shall be apportioned as follows: 4,000 square feet for auto sales, repair and service, 8,120 square feet for auto repair and body shop and, 4,912 square feet for auto painting, and 5,880 square feet for a storage and distribution facility.
- d. That up to ten vehicles may be displayed for sale along the front of the building but not adjacent to the sidewalk.
- e. That the outside storage of junked vehicles, vehicle parts, materials and equipment be prohibited.
- f. That all aspects of the operation of the automobile repair, servicing, body shop, auto paint and storage and distribution facility businesses be conducted indoors including vending machines, product displays or sales, excluding automobiles for sale.
- g. That other than those vehicles offered for sale, only employee vehicles, and customer vehicles awaiting repair shall be permitted to be parked or stored on site, and for no longer than 20 days. Outdoor storage of vehicles for more than 20 days is prohibited.
- h. That all parked or displayed vehicles be confined to spaces that are striped, and that vehicles be positioned in a manner that does not constrict traffic circulation on the property.

- i. That the maximum hours of operation be from 8:00 a.m. to 9:00 p.m. Monday through Saturday with no hours on Sunday.
- j. That all trash and recyclables be stored in closed containers and screened from view.
- k. That all codes and ordinances be complied with and required permits acquired.
- l. That no minor changes be made from the conditions of this permit without the approval of the Plan Commission and no major changes be made from the conditions of this permit without the approval of the Common Council.
- m. That this permit is subject to Plan Commission review for compliance with the listed conditions.

Further that the item be deferred.

A motion was made by Commissioner Ekes, seconded by Commissioner Esqueda, that this file be Deferred. Motion approved.

ZOrd.0005-06 AN ORDINANCE REZONING 1028 AND 1038 SOUTH MEMORIAL DRIVE

To amend the map of the Zoning Ordinance of the City of Racine.

The Common Council of the City of Racine do ordain as follows:

Part 1:

That the parcels located at 1028 and 1038 South Memorial Drive, and more particularly described as follows:

"Begin at a point which is 80 feet north of the northwest corner of Eleventh Street and S. Memorial Drive, from that point travel westerly 108.7 feet, travel thence northerly 34 feet, travel thence westerly 20.1 feet, travel thence northerly 137.6 feet, thence travel easterly 120.5 feet to the west line of S. Memorial Drive, thence travel southerly along said line to the point of beginning of this description. Said land being in the City of Racine, Racine County, Wisconsin"

be rezoned from "B-2" Community Shopping District, to "R-3" General Residence District, and designated as Supplement No. _____, which Supplement is hereby made a part of this ordinance.

Part 2:

This ordinance shall take effect upon passage and the day after publication.

Passed by the Common Council:

Approved:

Mayor

Attest:

City Clerk

FISCAL NOTE: N/A

Scheduled for Public Hearing to Common Council

06-2291

Subject: Ordinance ZOrd.0005-06 to rezone 1028 and 1038 South Memorial Drive from "B-2" Community Shopping District to "R-3" General Residence District.

Recommendation: That the ordinance be adopted.

A motion was made by Commissioner Ekes, seconded by Commissioner Harper, that this file be Recommended For Adoption. Motion approved.

ZOrd.0006-06

AN ORDINANCE REZONING 720 SOUTH MARQUETTE STREET

To amend the map of the Zoning Ordinance of the City of Racine.

The Common Council of the City of Racine do ordain as follows:

Part 1:

That the parcel located at 720 South Marquette Street, and more particularly described as follows:

"The West ½ of Bush's Subdivision of Block 50 School Section Lots 1 thru 12 except part dedicated for street purposes as described in Volume 1617 page 440 as recorded in the office of the Register of Deeds of Racine County. Said land being in the City of Racine, Racine County, Wisconsin"

be rezoned from "I-2" General Industrial District, to "R-5" General Residence

District with a Flex Development Overlay, and designated as Supplement No. _____, which Supplement is hereby made a part of this ordinance.

Part 2:

This ordinance shall take effect upon passage and the day after publication.

Passed by the Common Council:

Approved:

Mayor

Attest:

City Clerk

FISCAL NOTE: N/A

Scheduled for Public Hearing to Common Council

06-2292

Subject: Ordinance ZOrd.0006-06 to rezone S. Marquette Street from "I-2" General Industrial District to "R-5" General Residence District with a Flex Development Overlay District.

Recommendation: That the ordinance be adopted.

At the request of Alderman Fair, Director O'Connell explained the concept of Flex Development and how it is applied.

A motion was made by Commissioner Ekes, seconded by Commissioner Esqueda, that this file be Recommended For Adoption. Motion approved.

06-2288

Subject: Direct Referral. Review of a use supplement for the Flex Development Overlay District at 720 S. Marquette Street.

Recommendation: Be approved, subject to staff's recommendation.

Further that the item be deferred.

A motion was made by Commissioner Ekes, seconded by Commissioner Esqueda, that this file be Deferred. Motion approved.

ZOrd.0003-06 AN ORDINANCE TO REZONE 710 SIXTH STREET

To amend the map of the Zoning Ordinance of the City of Racine.

The Common Council of the City of Racine do ordain as follows:

Part 1:

That the property located at 710 Sixth Street, and more particularly described as follows:

"Lots 5, 6, & West 25 feet of Lot 4 of Block 7 of the Harbor Addition to the City of Racine. Said land being in the City of Racine, Racine County, Wisconsin"

be rezoned from "B-5" Central Service, to "B-4" Central Business, and designated as Supplement No. _____, which Supplement is hereby made a part of this ordinance.

Part 2:

This ordinance shall take effect upon passage and the day after publication.

Passed by the Common Council:

Approved:

Mayor

Attest:

City Clerk

FISCAL NOTE: N/A

Scheduled for Public Hearing to Common Council

06-2293

Subject: Ordinance ZOrd.0003-06 to rezone the property at 710 Sixth Street from "B-5" Central Service District to "B-4" Central Business District.

Recommendation: That the ordinance be adopted.

A motion was made by Commissioner Ekes, seconded by Commissioner Harper, that this file be Recommended For Adoption. Motion approved.

Ord.32-06

ORDINANCE NO. 32-06

To amend Sec. 82-153(c) and (d) and Sec. 82-155 of the Municipal Code of the City of Racine, Wisconsin relating to Streets, sidewalks and certain other public places - Sidewalk café; application; Renewal permit.

The Common Council of the City of Racine do ordain as follows:

Part 1:

Sec. 82-153(c) of the Municipal Code of the City of Racine is hereby amended by deleting the phrase "city plan commission" and inserting "chief building inspector and director of city development" in its place.

Part 2:

Sec. 82-153(d) of the Municipal Code of the City of Racine is hereby amended by deleting the phrase "city plan commission" in two places in the paragraph, and by inserting "director of city development" in its place in the first sentence; by inserting the following at the end of the first sentence: ", and shall provide the chief building inspector his recommendation. The chief building inspector shall review the application for compliance with zoning and shall consider the recommendation of the director of city development, and"

Part 3:

Sec. 82-155 of the Municipal Code of the City of Racine is hereby amended by deleting "plan commission" in the first sentence and inserting "director of city development, the chief building inspector" in its place; by deleting in the first sentence "approved by" and inserting "has received" in its place and by adding "approval" at the end of the sentence. In the second sentence, delete the word "and" after the word "division," and after the word "used", add the following phrase: "and the permittee has not been cited for or convicted of a permit violation or an alcohol license violation relating to the sidewalk café, then" and by deleting at the end of the paragraph the phrase, "after common council approval."

Part 4:

This ordinance shall take effect upon passage and the day after publication.

Passed by the Common Council:

Approved:

Mayor

Attest:

City Clerk

FISCAL NOTE: N/A

Recommendation of the License and Welfare Committee of 07/24/06: That Ord. 32-06 relating to streets, sidewalks and certain other public places - Sidewalk cafe'; application; renewal permit, be approved.

Fiscal Note: N/A

Scheduled for Public Hearing to Common Council

06-2294

Subject: Ordinance No. 32-06 to amend Sec. 82-153(c) and (d) and Sec. 82-155 of the Municipal Code of the City of Racine, Wisconsin relating to Streets, sidewalks, and certain other public places - Sidewalk cafe; application; renewal permit.

Recommendation of the License and Welfare Committee of 7/24/06: That Ord. 32-06 relating to streets, sidewalks and certain other public places - Sidewalk cafe; application; renewal permit, be approved.

A motion was made by Commissioner Ekes, seconded by Commissioner Harper, that this file be Recommended For Adoption. Motion approved.

06-2187

Subject: Communication from the Director of City Development requesting the establishment of a tax increment district for the Pointe Blue redevelopment project.

Item also referred to City Plan Commission

Recommendation of the Finance & Personnel Committee of 07-10-06: The item be deferred.

Recommendation of the Finance & Personnel Committee of 08-07-06: Approval of the establishment of Tax Increment District Number 14 for the City of Racine Pointe Blue redevelopment project.

Fiscal Note: N/A

Recommendation of CPC on 7-26-06: Approval of the creation of Tax Increment District Number 14 for the City of Racine and the proposed project plan for the district.

Further, that the redevelopment project is consistent with City plans and programs.

Fiscal Note: N/A

Attachments: [Pointe Blue.pdf](#)
[Pointe Blue Redev.pdf](#)

Mayor Becker opened the public hearing at 4:40 p.m., explained the public hearing process, and introduced the item.

Scott Fergus, principal in this project, reviewed the site history, unit counts, development goals, architectural concepts, anticipated sale prices, mix in use, anticipated public infrastructure, tax base, and time line for project completion.

Director O'Connell described the tax increment financing and aspect of the project that would be supported by such financing.

Alderman Kaplan pointed out that there has been many watermain breaks in the area recently, and caution that the system needs proper capacity. He stated that traffic at the intersection of Hamilton Street and Main Street needs to be properly addressed. He stated with proper attention given to these concerns, he is in favor of the project.

Mayor Becker stated that any sewers that need to be installed would be done by the developer to City's standards, and turn over to the City, once completed.

There being no further comments or questions, and hearing no objections, Mayor Becker closed the public hearing at 5:16 p.m.

Director O'Connell reviewed the staff's recommendation.

A motion was made by Commissioner Ekes, seconded by Commissioner Esqueda, that this file be Recommended For Approval. Motion approved with Commissioner Dickert abstaining.

06-2188

Subject: Communication from the Executive Director of Neighborhood Housing Services requesting the creation of a Tax Increment Financing District to assist in the redevelopment of the site at 1014 Martin Luther King Drive.

Item also referred to City Plan Commission

Recommendation of the Finance & Personnel Committee of

07-10-06: The item be deferred.

Recommendation of the Finance & Personnel Committee of

08-07-06: Approval of the establishment of Tax Increment District Number

15 for the City of Racine Homeward Bound site redevelopment project.

Fiscal Note: N/A

Recommendation of CPC on 07-26-06: That the Plan Commission recommends approval of the creation of Tax Increment District Number 15 for the City of Racine and the proposed project plan for the district.

Further, that the redevelopment project is consistent with City plans and programs.

Fiscal Note: N/A

Attachments: [NHS.pdf](#)
[1014 MLK Dr.pdf](#)

Mayor Becker opened the public hearing at 5:18 p.m. and introduced the item.

Director O'Connell gave a brief description of the history of the property.

Joe Heck, Assistant Director of City Development, described the plans of partnership that has been assembled to advance this project. He described the anticipated development layout, home values, site preparation costs, and parkland/open space buffer. He concluded stating that the tax increment district is projected to payoff in 13 to 15 years.

In response to Alderman Fair, Associate Director Heck, described the anticipated involvement by other neighborhood organizations, such as Racine Housing Neighborhood Partnership, area churches, community centers, and others.

There being no further comments or questions and hearing no objections, Mayor Becker closed the public hearing at 5:26 p.m.

Mayor Becker expressed the need for more green space in the development.

Director O'Connell stated that Plan Commission will have another look at this project during the rezoning and planning phases.

In response to Commissioner Dickert, Director O'Connell stated that design issues could be addressed from this matter coming back before the Plan Commission for rezoning and platting.

Alderman Fair expressed concern that this project provides local employment opportunities through language in the TID plan.

Mayor Becker stated that such language can be written into the plan.

Paul Fehrenbach explained that as with the Pointe Blue Tax Increment District, this district is also developer funded.

A motion was made by Commissioner Dickert, seconded by Commissioner Esqueda that this file be Recommended For Approval. Motion approved.

[06-2296](#)

Subject: Direct Referral. Request by Narendra Sha seeking a conditional use permit to construct additions to the convenience store at 2418 Douglas Avenue for a 1,110 sq. ft. single bay car wash and 1,500 sq. ft. laundromat.

Recommendation: To defer action on this matter to allow staff time to meet with Mr. Ceechini to discuss site plan alternatives.

Fiscal Note: N/A

Attachments: [2418 Douglas Ave.pdf](#)

Mayor Becker opened the public hearing at 5:38 p.m. and introduced the item.

Director O'Connell described the project.

Sandy Gavin of 1513 Augusta Street stated she is opposed to the project, citing the limited size of the property, loitering, traffic, and parking concerns.

Tony Merlo of 3025 Spring Street expressed opposition to the proposal, citing the limited size of the property, noise, freezing on roads, chemicals used in the washing cycle, disruptions to the nearby daycare center, traffic, and a saturation of carwashes along Douglas Avenue.

Sue Threlkeld of 1521 Augusta Street stated that she is opposed to the project, echoing comments expressed by the previous speakers.

Irene of BC Muffler Shop, home address of 2204 Imperial Street, echoed concerns of previous speakers, and also concerns regarding cross-traffic between their property and subject property.

Thomas Cecchini of United Construction addressed the public's concerns and reviewed site plan modifications aimed at addressing those concerns.

Alderman Kaplan expressed concern with vision lines along Douglas Avenue at this location.

There being no further question or comments, and hearing no objections, Mayor Becker closed the public hearing at 5:51 p.m.

In response to Mayor Becker, Director O'Connell stated that the exit to the carwash would have a drain to trap water and that the exit pad is heated. He stated that because of these modifications, new carwash facilities are not as much a concern in regards to water buildup on the streets. He explained that this matter has been brought before the Northside Business Association and the Access Corridor Development Review Committee. The result of those meetings and their concerns are incorporated in the staff's recommendation.

In response to Commissioner Ekes, Mr. Cecchini explained parking and traffic circulation on the site. He reviewed anticipated traffic demands with respect to the carwash usage.

Commissioner Dickert expressed concern with the vacuum noise. Mr. Cecchini stated vacuum noise should be minimal.

Director O'Connell reviewed staff's recommendation, and requested direction or guidance as to what should be discussed with the applicant, if this matter is deferred.

Commissioner Dickert explained that they should investigate flipping the building plan so that the carwash would be on the south and the laundromat be on the north side of the building.

A general consensus of the Commission members was that there was too much activity on the site, which would lead to traffic and parking congestion both on and off site.

A motion was made by Commissioner Ekes, seconded by Commissioner Dickert, that this file be Deferred. Motion approved.

06-2297

Subject: Direct Referral. Request by Dorothy Metz of McDonald's seeking a conditional use permit to install awnings with logos, and to install an electronic reader board on the pole sign at 3037 Douglas Avenue.

Recommendation: That the request by Dorothy A. Metz of McDonald's seeking a conditional use permit to install awnings with logos on them, and to install a 24-square-foot electronic reader board on the existing pole sign at 3037 Douglas Avenue be approved, subject to the following conditions:

- a. That the plans presented to the Plan Commission on July 26, 2006 be approved subject to the conditions contained herein.
- b. That the design and placement of signage is subject to the review and approval of the Access Corridor Development Review Committee.
- c. That information sign be installed in the parking area and at driveways stating "No loud stereo playing", "No Loitering", "Please deposit trash in trash cans".
- d. That a sign be posted at the Kingston Drive exit stating "No Left turn after 10:00 p.m.".
- e. That all codes and ordinances be complied unless otherwise varied herein, and required permits acquired.
- f. That no minor changes be made from the conditions of this permit without the approval of the Plan Commission and no major changes be made from the conditions of this permit without the approval of the Common Council.
- g. That this permit is subject to Plan Commission review for compliance with the listed conditions.

Attachments: [3037 Douglas Ave.pdf](#)

Hearing no objections, as the Mayor needed to exit the room for other business, Commissioner Dickert assumed the chairmanship and opened the public hearing at 6:12 p.m.

Director O'Connell reviewed the proposal.

Rick Heck, Jr. of Keystone TV, home address being 1207 Florence Avenue, expressed opposition to the electronic sign, stating his concern with interference from the electronics with his TV antennas.

Alderman Dehahn submitted a petition sign by neighbors, expressing concern with traffic and noise generated from the site, particularly now that the operation is 24 hours.

Steve Jeske, project architect, stated that his client is in agreement with conditions except for the need to have a no-left-turn sign.

Alderman deHahn stated that other concerns expressed to him by neighbors dealt with excessive volume levels on the drive-up order station.

There being no further comments or questions, and hearing no objections, Commissioner Dickert closed the public hearing at 6:25 p.m.

Director O'Connell reviewed staff's recommendation.

Mayor Becker resumed his chairmanship of the meeting.

In response to Alderman deHahn, Mayor Becker stated that staff could discuss with sign company radio frequency interference in regards to the electronic reader board.

A motion was made by Commissioner Dickert, seconded by Commissioner Esqueda, that this file be Recommended For Approval, subject to the listed conditions in the recommendation. Motion approved.

Adjournment

There being no further business before the Commission, and hearing no objections, Mayor Becker adjourned the meeting at 6:35 p.m.

Respectfully submitted,

*Brian F. O'Connell, Secretary
Director of City Development*