



City of Racine

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

Meeting Minutes - Final

City Plan Commission

Mayor John Dickert
Alderman Dennis Wiser
Tom Durkin
Tony Veranth
Ann Brodek
Mario Martinez

Wednesday, September 14, 2016

4:15 PM

City Hall, Room 205

Call To Order

Mayor Dickert called the meeting to order at 4:26 p.m.

PRESENT: 5 - John Dickert, Dennis Wiser, Tom Durkin, Tony Veranth and Ann Brodek

EXCUSED: 1 - Mario Martinez

Approval of Minutes for the August 31, 2016 Meeting

A motion was made by Commissioner Durkin, seconded by Commissioner Wiser, to approve the minutes of the August 31, 2016 meeting. The motion PASSED by a Voice Vote.

[0747-16](#)

Subject: (Direct Referral) An application from Planet Fitness, represented by Chris Fish, seeking approval of a conditional use amendment to allow deviations from the Regency Mall Sign Criteria for exterior signage at Planet Fitness, 5538 Durand Avenue. (PC-16)

Attachments: [PH Notice - 5538 Durand Ave](#)

The applicant requested deferral.

A motion was made by Commissioner Durkin, seconded by Commissioner Brodek, to defer. The motion PASSED by a Voice Vote.

[0781-16](#)

Subject: (Direct Referral) A request for a minor amendment to a conditional use permit for the installation of a monument at the Elmwood Village Campus at 3131 Taylor Avenue.

Mr. Sadowski provided a review of the property and location for the monument near the southwest entrance into the site. The monument will be an 18' tall, 13' wide monolith, with an inlaid tablet from the Taylor Orphan Asylum formerly located at the property. Up-lighting is proposed, and paver stones may be purchased for installation around the ground area of the sign. Staff suggests the project incorporate accent landscaping to compliment the monument. Staff recommends approval of the request, subject to conditions presented.

A motion was made by Alderman Wiser, seconded by Commissioner Brodek, to approve the request subject to staff conditions. The motion PASSED by a

Voice Vote.

4:30 P.M. PUBLIC HEARING

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[0780-16](#)

Subject: (Direct Referral) A request by Mark Porcaro of Porcaro Indian of Racine seeking a major amendment to a conditional use permit at 500 and 522 Sixth Street to re-establish a restaurant, outdoor event and dining space plus implement various site improvements including an electronic message center and an illuminated interior sidewall sign. (Res No. 0331-16)

Recommendation of the City Plan Commission on 9-14-16: That the request be approved subject to conditions.

Fiscal Note: N/A

Attachments: [\(0780-16\) CU 522 Sixth Street](#)

Mr. Sadowski provided an overview of the site and surrounding area. He indicated in 2000, a conditional use was approved which allowed a variety of activities, both indoor and outdoor. Though the project lapsed and the conditional use was lost, the current proposal will add to the existing conditional use by utilizing exterior space for events, as well as the addition of exterior site modifications such as a balcony and parking lot enclosure fence with brick pillars. The project has the support of the Downtown Area Design Review Committee, without comment or recommendation from them on the electronic sign.

While Staff is supportive of the overall project, several project elements of it conflict with the Downtown Design guidelines. The applicant proposes a sign on the corner of Sixth Street and Park Avenue which has an electronic message component. Staff does not support this feature of the sign as it is not supported by the design standards, specifically in the B-4 zoning district. Further, they proposed to reduce the site visibility triangle from the required 25-feet to between 8 and 10 feet.

Mr. Sadowski mentioned efforts within this historic district to meet the code without an electronic sign. Other electronic and interior-lit signs within the surrounding area were discussed, and the internally lit signs are more in-line with historic district standards. A more suitable compromise would be an internally lit sign and removal of the electronic message center.

There is also an east facing wall sign which was approved in 2015 but could not be illuminated due to its location adjacent to residential properties. Now that the residential component is gone, an exception requested and supported to allow illumination of this sign.

In summary, Staff is in support of the project overall but objects to the electronic monument sign and relaxation of the vision triangle requirements.

Public Hearing opened at 4:49 p.m.

1. Jeff Coe, 1044 Villa Street, 1st District Alderman. Spoke in support. Requested the Commission be open to interpretation of the guidelines for Downtown Design; read portions of the guidelines supporting his position. Noted previous electronic sign approvals in the area; stated this business will bring motorcyclists and therefore

money into the Downtown; recommended electronic signage be reviewed on a case-by-case basis; recommended the hours of operation be modified to coincide with other downtown businesses, and that the outdoor music should cease by 9:00 p.m.

2. Dean Rosenberg, 217 Sixth Street. Spoke in support. He owns a business in downtown and feels the applicant should have the sign they would like.

3. Ed Scharding, 524 Villa Street. Spoke in support. Owns a neighboring business and feels this is a great project for downtown; feels there is need for balance in older design and modern designs and hopes the Commission will work with the applicants on the design and signage.

4. Mark Levine, 5115 Darby Place. Spoke in support. Is current chairman of the Downtown BID; is thrilled Porcaro has located on Sixth Street, and indicated this was a key reason Benjamin Brewing located there; feels ordinances may need review and revision to be inclusive of modern and historical developments; is enthusiastic about growing the community.

5. Angel Ramos, 610 Sixth Street. Spoke in support. Expressed this business is exactly what is needed in the Sixth Street area; supports the sign as proposed.

6. Greg Holding, 2001 Thurston Avenue. Spoke in support. An anchor tenant like this will help people shop in the downtown; noted reviewing impacts of health, safety, welfare and morals; supports the electronic sign; feels the proposal is consistent in style with the building; this expansion will encourage redevelopment; shared further comments on electronic signage.

Public Hearing closed at 5:04 p.m.

Discussion about the liquor license, electronic sign and corner sight visibility ensued. Following clarification of music hours during the week and weekends and site signage, Staff, the Commission and the applicant agreed to modifications to the conditions.

A motion was made by Commissioner Brodek, seconded by Alderman Wisner, to recommend approval of the amendment, subject to Staff conditions as modified. The motion PASSED by a Voice Vote.

Adjournment

Mayor Dickert adjourned the meeting at 5:32 p.m.