



City of Racine

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

Meeting Minutes - Final Downtown Area Design Review

Chairman Richard Christensen, Alderman Jeff Coe, Robert Hartmann, Emile Mathis, Gary Wolfe, Brian O'Connell, Micah Waters, David Popoff, Ryan Rudie

Thursday, September 4, 2008

4:30 PM

City Hall, Room 301

Call To Order

PRESENT: 7- Jeff Coe, David Popoff, Ryan Rudie, Richard Christensen, Gary Wolfe, Brian O'Connell and Micah Waters

EXCUSED: 1- Robert Hartmann

*Others Present: Matthew Sadowski, Principal Planner
Jill Johanneck, Associate Planner*

Approval of Minutes for the July 3, 2008 Meeting

A motion was made by Commission member Waters, seconded by Commission member Hartmann, to approve the Minutes for the July 3, 2008 meeting. The motion PASSED by a Voice Vote.

[08-2604](#)

Subject: Review of a sign proposal for Upurea, Inc. at 304 Main Street.

Recommendation of the Public Works and Services Committee on

9-30-08: That the property owner of 304 Main Street be granted permission to install a stationary, projecting sign, as requested, with the stipulation that a hold harmless agreement be executed, in accordance with State Statute 66.0425, Privileges in Streets.

Further recommends that the property owner be charged a \$50.00 fee to cover administrative costs associated with filing this item with the Register of Deeds office.

Fiscal Note: There will be no cost to the City of Racine.

Attachments: [304 Main Sign.pdf](#)

Michael Hefferon of Upurea, Inc. presented the proposal describing colors, lettering, materials and installation methods.

Principal Planner Sadowski pointed out that the projecting sign was a variation from the concept signage previously approved. He concluded by indicating the proposed signage was in compliance with ordinance size and clearance limitations.

A motion was made by Commission member Waters, seconded by Director O'Connell, that the plans submitted by Bradley Cuttress of Upurea, Inc. for a sign package at 304 Main Street be approved subject to the following conditions:

- a) That the plans presented to the Downtown Area Design Review Commission (DADRC) on September 4, 2008 be approved subject to the conditions contained herein.*
- b) That all applicable building and occupancy permits be applied for.*
- c) That any exposed raceway and conduit be painted to match the color of the building.*
- d) That all signs be professionally made and comply with all applicable ordinance.*
- e) That no minor changes be made to the conditions of this approval without the review and approval of the Director of City Development, and no major changes be made without the approval of the DADRC.*
- f) That a hold harmless agreement be executed for the sign projecting over the public right-of-way.*

The motion PASSED by a Voice Vote.

08-2605

Subject: (Direct Referral) Review of a sign proposal for Cup of Hope & Just Trade at 505-507 Sixth Street.

Owner Mark Levine generally described the proposed sign.

Will Chrisman of The Sign Shop described the colors, lettering, materials, construction, and installation method.

Sister Ann Pratt described the intended use for the property.

A motion was made by Director O'Connell, seconded by Commission member Wolfe, that the plans submitted by Mark Levine representing Cup of Hope and Just Trade for a sign at 505-507 Sixth Street be approved, subject to the following conditions:

- a) That the plans presented to the Downtown Area Design Review Commission (DADRC) on September 4, 2008 be approved subject to the conditions contained herein.*
- b) That all applicable building and occupancy permits be applied for.*
- c) That any exposed raceway and conduit be painted to match the color of the building.*
- d) That all signs be professionally made and comply with all applicable ordinance.*
- e) That no minor changes be made to the conditions of this approval without the review and approval of the Director of City Development, and no major changes be made without the approval of the DADRC.*
- f) That a hold harmless agreement be executed for the sign projecting over the public right-of-way.*

The motion PASSED by a Voice Vote.

08-2606

Subject: (Direct Referral) Review of a sign for Hope Center and a fire escape design proposal at 505-507 Sixth Street (Seventh Street facade aka 506 Seventh Street).

Owner Mark Levine generally described the proposed sign and the reasoning and need for the fire escapes.

Kelvin Metzger described in detail the materials, construction and installation methods for the proposed fire escapes.

Will Chrisman of the Sign Shop described the colors, lettering, materials, construction and installation method for the sign.

A motion was made by Director O'Connell, seconded by Commission member Wolfe, that the plans submitted by Mark Levine for signage and a fire escape at 505-507 Sixth Street (Seventh Street façade) be approved, subject to the following conditions:

- a) That the plans presented to the Downtown Area Design Review Commission (DADRC) on September 4, 2008 be approved subject to the conditions contained herein.*
- b) That all applicable building and occupancy permits be applied for.*
- c) That any exposed raceway and conduit be painted to match the color of the building.*
- d) That all signs be professionally made and comply with all applicable ordinance.*
- e) That no minor changes be made to the conditions of this approval without the review and approval of the Director of City Development, and no major changes be made without the approval of the DADRC.*
- f) That a hold harmless agreement be executed for the sign and fire escapes projecting over the public right-of-way.*

The motion PASSED by a Voice Vote.

08-2607

Subject: (Direct Referral) Review of a request for a facade grant for signage and fire escapes at 505-507 Sixth Street (Sixth and Seventh Street facades).

Owner Mark Levine explained that past façade grants for this property were not utilized to their full extent by the previous owner. He is now asking that he be allowed to access the balance of the underutilized funds for the Sixth Street façade and the unused funds for the Seventh Street façade, up to the current maximum of \$10,000 per façade.

Principal Planner Sadowski explained that under current grant levels of \$10,000 per property, the prior owner left unused \$3,730.18 for the Sixth Street façade and \$10,000 for the Seventh Street façade. Current estimated project costs equal \$377 for the Sixth Street façade and \$13,160 for the Seventh Street façade resulting in a potential total reimbursement of \$6,768.50, leaving a balance in grant funds for these properties of \$6,961.68.

Mr. Levine stated that he has an additional aspect of the project that he had not addressed, but would like to qualify for future façade grant reimbursement.

The consensus of Commission members was that the projects' components that were reviewed by the Commission today can qualify for reimbursement. However, final action on this request is dependent on the complete project.

A motion was made by Director O'Connell, seconded by Commission member Waters, that this item be Deferred. The motion PASSED by a Voice Vote.

08-2608

Subject: (Direct Referral) Review of a request for an electronic sign at 810 Eighth Street.

Chief Hansen explained the project and its intended uses are for fire safety and other community service announcements.

Principal Planner Sadowski reviewed zoning ordinance prohibitions on internally illuminated signs in the Downtown area, and the intent of the Downtown design guidelines for signage. He stated that this sign is considered to be internally illuminated and is a type of sign which is contrary to the goals of the design guidelines.

Commission members discussed the intent of the ordinance and guidelines, the precedent that this sign would set and the impact of denial.

Director O'Connell stated that if denied, the applicant can appeal to the City Plan Commission.

A motion was made by Commission member Waters, seconded by Commission member Wolfe, that this request be Denied. The motion PASSED by a Voice Vote.

Administrative Business

None.

Adjournment

There being no further business before the Commission and hearing no objections, Chairman Christensen adjourned the meeting at 5:45 p.m.

Respectfully Submitted,

*Matthew G. Sadowski
Secretary, Principal Planner*