



City of Racine

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

Meeting Minutes - Revised Downtown Area Design Review

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

Thursday, April 1, 2010

4:30 PM

City Hall, Room 301

Call To Order

PRESENT: 6 - Jeff Coe, David Popoff, Richard Christensen, Robert Hartmann, Brian O'Connell and Micah Waters

EXCUSED: 2 - Ryan Rudie and Gary Wolfe

Others present: Matthew Sadowski, Principal Planner

Approval of Minutes for the March 4, 2010 Meeting

A motion was made by Commission member Waters, seconded by Commission member Popoff, that this be to approve the minutes of the March 4, 2010 meeting. The motion **PASSED** by a Voice Vote.

[10-4934](#)

Subject: (Direct Referral) Review of a proposal for wall sign and projecting sign for Tangles Salon & Studio at 304 Main Street.

Jon Coca of Tangles Salon & Studio described the proposed signs.

Principal Planner Sadowski pointed out that this request represents precedence in that the building would have a second tenant's sign displayed above the first floor. He stated that the precedence of allowing projecting/blade type signs above the first floor for single users has already been established with other businesses. He concluded his remarks by indicating that all signs at this location are within square footage limitations.

The consensus of Commission members was that the proposal was acceptable.

A motion was made by Commissioner Hartmann, seconded by Commissioner Waters, that the wall sign and projecting sign for Tangles Salon & Studio 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 April 1, 2010 be approved subject to the conditions contained herein.
- b. That all applicable building and occupancy permits be applied for.
- c. That a hold harmless agreement be entered into between the building owner and the city if improvements illustrated in the approved plans project into the public right-of-way.
- d. That all signs be professionally made, comply with all applicable ordinances, and be in compliance with the sign plan as presented to the DADRC.
- 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.

The motion **PASSED** by a Voice Vote.

10-4935

Subject: (Direct Referral) Review of proposal for an entrance canopy installation at 740 College Avenue.

John Kurt of Kurt Concrete, Inc. described the project. In response to Commission member inquiry, Mr. Kurt stated that there would be incandescent light fixtures under the canopy, he clarified that there would be a rubberized roof with aluminum fascia, the truss member connectors would be painted black, and the wall sign illustrated on the plans will not be implemented.

A motion was made by Alderman Coe, seconded by Commissioner Hartmann, that the plans submitted by John Kurt, representing Kurt Sport Complex, for a canopy at 740 College Avenue be approved subject to the following conditions:

- a. That the plans presented to the Downtown Area Design Review Commission (DADRC) on April 1, 2010 be approved subject to the conditions contained herein.**
- b. That all applicable building and occupancy permits be applied for.**
- c. 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.**

The motion **PASSED** by a Voice Vote.

10-4936

Subject: (Direct Referral) Review of a proposal for a wall sign for The Soup at 309 Main Street.

Steve Prochaska of Michael's Signs described the installation.

Principal Planner Sadowski offered the observation that the sign panel will cover a portion of the brick façade.

Commission member found the proposal acceptable as presented with the exception that the projecting/blade sign may be moved to a position on the second floor above the shop entrance.

A motion was made by Commissioner Waters, seconded by Commissioner Hartmann, that the proposed wall and projecting sign for The Soup at 309 Main Street be approved, subject to the following conditions:

- a. That the plans presented to the Downtown Area Design Review Commission (DADRC) on April 1, 2010 be approved subject to the conditions contained herein.**
- b. That all applicable building and occupancy permits be applied for.**
- c. That the projecting/blade sign may be moved to a position on the second floor, above the shop entrance door, centered on the pier.**
- d. That a hold harmless agreement be entered into between the building owner and the city if improvements illustrated in the approved plans project into the public right-of-way.**
- e. That all signs be professionally made, comply with all applicable ordinances, and be in compliance with the sign plan as presented to the DADRC.**
- f. 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.**

The motion **PASSED** by a Voice Vote.

10-4937

Subject: (Direct Referral) Review of a proposal for a monument sign with an electronic message center at Gateway Technical College at 1001 S. Main St.

Steve Prochaska of Michael's Signs reviewed the proposal stating that the sign would replace the existing monument sign and eliminate the need for the temporary banner display, the base of the sign would be landscaped, the sign is lower than the existing monument sign, and Gateway would be limiting the electronic display to only time and temperature in during the evening hours.

Citing that the sign is proposed to be installed at a Racine Landmark and National Register location, Principal Planner Sadowski stated that staff finds the proposal for an electronic message center inappropriate for the location. He stated that if this item proceeds as presented, it will require review by the Landmarks Preservation Commission and the Plan Commission, for a conditional use permit request.

The consensus of Commission members was that the sign's overall design was acceptable but the design guidelines preclude them from approving an electronic sign.

A motion was made by Commission member Waters, seconded by Commission member Hartmann, that the proposal for a monument sign with an electronic message center at Gateway Technical College at 1001 S. Main St. be approved, subject to the following conditions:

- a. That the plans presented to the Downtown Area Design Review Commission (DADRC) on April 1, 2010 be approved subject to the conditions contained herein.**
- b. That the electronic message center is not approved as the Downtown Design Guidelines prohibit electronic message centers.**
- c. That all applicable building and occupancy permits be applied for.**
- d. That all signs be professionally made, comply with all applicable ordinances, and be in compliance with the sign plan as presented to the DADRC, with the exclusion of the electronic message center.**
- 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.**

The motion **PASSED** by a Voice Vote with Director O'Connell abstaining.

10-4938

Subject: (Direct Referral) Review of a proposal for a wall sign for Artists' Gallery at 401 Main St.

John Klema of Michael's Signs reviewed the proposed sign installation describing materials and installation methods.

Commission member Hartmann disclosed that he had provided design advice to the building owner and would be providing purely factual information if needed.

A motion was made by Commission member Waters, seconded by Alderman Coe, that the proposal for a wall sign for Artists Gallery at 401 Main Street be approved, subject to the following conditions:

- a. That the plans presented to the Downtown Area Design Review Commission**

- (DADRC) on April 1, 2010 be approved subject to the conditions contained herein.
- b. That all applicable building and occupancy permits be applied for.
 - c. That a hold harmless agreement be entered into between the building owner and the city if improvements illustrated in the approved plans project into the public right-of-way.
 - d. That all signs be professionally made, comply with all applicable ordinances, and be in compliance with the sign plan as presented to the DADRC.
 - 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.

The motion PASSED by a Voice Vote.

[10-4939](#)

Subject: (Direct Referral) Consideration of an ordinance amendment reducing the minimum cost threshold for the review of façade projects within the Downtown Area Design Review District. (Ord.4-10)

Recommendation of the City Plan Commission on 4-14-10: That an ordinance be prepared and public hearing scheduled.

Fiscal Note: N/A

Attachments: [Value Threshold DADRC 001](#)

Principal Planner Sadowski reviewed the proposed ordinance amendment.

Commission members found the proposed language to be acceptable. Commission members directed that the Ordinance need not be referred back to the DADRC unless there are substantial changes affecting the overall intent.

A motion was made by Commission member Hartmann, seconded by Alderman Coe, that an ordinance be prepared and a public hearing scheduled. The motion PASSED unanimously 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 5:29 p.m.

Respectfully submitted,

*Matthew G. Sadowski, Secretary
Principal Planner*