



City of Racine

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

Meeting Minutes - Revised City Plan Commission

*Mayor John T. Dickert, Alderman Gregory Holding
Atty. Jud Wyant, Atty. Elaine Sutton Ekes
Vincent Esqueda, Eric Marcus*

Wednesday, April 28, 2010

4:15 PM

City Hall, Room 205

Call To Order

PRESENT: 5 - John Dickert, Elaine Sutton Ekes, Gregory Holding, Jud Wyant and Eric Marcus
EXCUSED: 1 - Vincent Esqueda

Others Present: Matt Sadowski, Principal Planner
Jill Johanneck, Associate Planner
Rick Heller, Chief Building Inspector
Brian O'Connell, Director of City Development

Approval of Minutes for the April 14, 2010 Meeting

A motion was made by Commissioner Wyant, seconded by Commissioner Marcus, to approve the minutes of the April 14, 2010 meeting. The motion **PASSED** by a Voice Vote.

10-4984

Subject: Request from Carolyn Seeger, representing Lincoln Lutheran, for an extension of a planned development approval for the Woodland Pointe Condominiums. (Res.10-2000)

Recommendation of the City Plan Commission on 4-28-10: That the extension be granted.

Fiscal Note: N/A

Attachments: [Woodland Pointe extension request](#)

A motion was made by Alderman Holding, seconded by Alderman Marcus, to recommend approval of the extension. The motion **PASSED** by a Voice Vote.

4:30 P.M. PUBLIC HEARINGS

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10-5071

Subject: (Ord.4-10) An Ordinance to amend Section 114-826(1) of the Municipal Code of the City of Racine, Wisconsin relating to Downtown Area Design Guidelines - Prohibitions and exemptions.

Recommendation of the City Plan Commission on 4-28-10: That the Ordinance be adopted.

Fiscal Note: N/A

Public Hearing opened at 4:32 p.m.

Principal Planner Sadowski noted there has been concern with changes taking place on building façades in the Downtown Design Review Area that do not meet the current threshold of \$5,000, are therefore not reviewed, and are resulting in some questionable and inappropriate building modifications occurring. The request of this Ordinance change is to delete the dollar amount minimum of \$5,000 and add "for projects whose impact will result in the alteration of the visual character or impact the façade".

Mr. Richard Christensen, 546 State St., and the chairman of the Downtown Area Design Review Commission, spoke in favor of the Ordinance change.

Public Hearing ended at 4:35 p.m.

Commissioner Sutton-Ekes requested a memorandum describing what is included in "alteration and physical character of the façade" so it's clearer to people on what it means. Commissioner Wyant noted he would like to see a guideline or memorandum which dismisses small changes from review, such as a door handle or lighting fixture.

A motion was made by Alderman Holding, seconded by Commissioner Sutton-Ekes, to recommend approval of the ordinance with the addition of the memorandum. The motion PASSED by a Voice Vote.

10-5072

Subject: (Ord.5-10) An Ordinance to amend the title of Sec. 114-1033(a) and (b), and to create Sec. 114-1033(c) of the Municipal Code of the City of Racine, Wisconsin relating to Zoning.

Recommendation of the City Plan Commission on 4-28-10: That the Ordinance be adopted with the following changes:
Section 114-1033(c)(4)b. that 60 seconds be changed to 30 seconds, and
Section 114-1033(c)(5)b. that 1000 linear feet be changed to 500 linear feet, and
Section 114-1033(c)(6)b. that the word "be" be inserted between the words "to" and "a", and add the following sentence, "Findings of detriment to public safety are to be determined by the City traffic engineer with the concurrence of the Director of City Development. Such a determination may be appealable to the Plan Commission who will file a recommendation with the Common Council." and,
Section 114-1033(c)(6) add "c." to read "High resolution signs be equipped with photosensitive equipment which automatically adjust the brightness and contrast of the sign in direct relation to the ambient outdoor illumination."

Fiscal Note: N/A

Principal Planner Sadowski introduced the Ordinance change to create Section 114-1033(c), a section addressing the review of High Resolution signs. He noted

points concerning safety had been added since the last meeting.

Public Hearing opened at 4:45 p.m.

Mr. Jon Klema of Michael's Signs, 3914 Memorial Drive, spoke in opposition of some aspects of the ordinance, including the height restriction, the 1,000 ft. distance requirements, and who would be deciding if the sign is a safety issue.

Mr. Steve Prochaska of Michael's Signs, 3914 Memorial Drive, commented on the size of signs which would be allowed without the sign being a high definition sign, brightness of signs, and other general comments.

Mr. Ed Trudeau, 3710 Meachem St., spoke regarding the time change limit and how it would affect his ability to advertise what he sells, presented customer surveys he collected regarding his sign, and commented on the timeframe between screen changes.

Discussion ensued concerning safety, time between message changes, distances between high resolution signs and the need for clarification on how it will be determined that a sign is a hazard and requires removal.

Public Hearing closed at 5:00 p.m.

Commissioner Wyant left the meeting at 5:05 p.m.

A motion was made by Alderman Holding that the Ordinance be recommended for adoption with the following changes to Section 114-1033: Make the time interval noted in Part 2 (4) b. regarding motion to 30 seconds vs. 60 seconds; add the word "be" between the words "to" and "a" in Part 2 (6) b.; change the distance requirement noted in Part 2 (5) b. to 500 linear feet between signs vs. 1,000 linear feet; add light sensor language as proposed by staff under Part 2 (6) Safety, and add language for due process to determine if a sign is a detriment to public safety to include determination by the City Traffic Engineer, with concurrence by the Director of City Development, with the decision to be appealable to the City Plan Commission and Common Council. Seconded by Alderman Marcus. The motion PASSED by a Voice Vote.

10-4977

Subject: (Direct Referral) A request by Michael's Signs, representing Gateway Technical College, for a conditional use permit for a monument sign with an electronic message center at 1001 S. Main St. (Res.10-2021)

Recommendation of the City Plan Commission on 5-12-10: That the request be approved subject to amended staff recommendations.

Fiscal Note: N/A

Attachments: [PH Notice - 1001 S Main St](#)
[Recommendations \(10-4977\)](#)

Public Hearing opened at 5:30 p.m.

Mr. Steve Prochaska of Michael's Signs, 3914 Memorial Dr., spoke in support of the sign. He stated they agreed to the recommendations made by the Landmarks Preservation Commission.

Ms. Jayne Herring of Gateway Technical College spoke in favor of the sign and the need for better communication with students.

Public Hearing closed at 5:37 p.m.

Associate Planner Johanneck explained the application and Staff's recommendations for denial based on the sign not meeting the setback requirements, distance from residential, lettering height, and due to the character of the neighborhood having historical designations. She then read through proposed conditions of approval should the Plan Commission choose to approve.

Alderman Marcus requested that the public hearing be re-opened to hear another member of the public speak about the sign proposal.

Mayor Dickert, with approval of the Commission members, re-opened the Public Hearing at 5:46 p.m.

Robin Coventry, 1815 S. Main St., spoke in favor of the sign, yet expressed concern about the appearance and thought it should be more inkeeping with the historic character of the park.

Public Hearing closed at 5:52 p.m.

A motion was made by Commissioner Marcus, seconded by Commissioner Sutton-Ekes, that this be deferred with a request that staff re-review the request with the stakeholders. The motion PASSED by a Voice Vote with Alderman Holding voting "no".

Administrative Business

Update - Zoning Ordinance Re-write

Principal Planner Sadowski provided an update on the progress of the re-writing of the Zoning Ordinance.

Adjournment

There being no other business, Mayor Dickert adjourned the meeting at 6:00 p.m.