



# City of Racine

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

## Meeting Minutes - Final

### Planning Heritage and Design Commission

---

Wednesday, January 27, 2021

4:30 PM

Virtual

---

#### Call To Order

**PRESENT:** 6 - Mason, Jones, Martinez, Austin, Jung and Peete

**EXCUSED:** 1 - Hefel

#### Approval of Minutes for the November 18, 2020 Meeting.

A motion was made by Alder Jung, seconded by Commissioner Martinez, to approve the minutes of the November 18, 2020 Meeting. The motion **PASSED** by a Voice Vote.

#### 4:30 PM Start of Public Hearings

[0067-21](#)

**Subject:** Request by Angela Goldbeck of Rise up Piercing and Tattoo, seeking a conditional use permit to operate a Tattoo and Body Piercing Establishment at 307 Main Street. (PHDC-21)

#### Recommendation of the Planning, Heritage, and Design

**Commission on 1-27-21:** That based on the required findings of fact, the request by Angela Goldbeck of Rise Up Piercing and Tattoo seeking a conditional use permit to operate a Tattoo and Body Piercing Establishment at 307 Main Street be approved subject to conditions a. - i.

**Fiscal Note:** N/A

**Attachments:** [Review and Recommendation](#)  
[Public Hearing Notice](#)  
[Applicant Submittal](#)  
[#0067-21 Resolution](#)

*Jeff Hintz, Associate Planner, introduced the request and reviewed the location of the property, surrounding land uses and businesses, the public hearing notice map that was distributed to neighboring properties, the comprehensive land use designation for the site, and photos of the site and surrounding area. Hintz stated the property is zoned B4 Central Business.*

*Hintz showed the site plan and the floor plan for the request. He stated the request does comply with development codes and ordinances.*

*Hintz provided a summary of the business, application, the proposed hours and reviewed the possible actions of the Commission as well as the required findings of fact for approval of conditional use permits. He stated staff is recommending approval of the request subject to conditions a. – i.*

*Mayor Mason opened the public hearing at 4:41 p.m.*

*Angela Goldbeck, 1626 Blaine Avenue, the applicant, spoke regarding the request. She stated she has a sign that she has started to work on, however, she did not have it prepared for tonight's meeting.*

*Mayor Mason stated it was nice to see a local resident starting a business in the downtown.*

*Mayor Mason closed the public hearing at 4:42 p.m.*

**A motion was made by Alder Jones, seconded by Alder Jung, to recommend approval of the request subject to conditions a. – i. The motion PASSED by a Voice Vote.**

[0068-21](#)

**Subject:** Request by Ed Malacara, agent for L-A Tires LLC, for consideration of a major amendment to an existing conditional use permit which allows for limited repair of motor vehicles at 1504 Douglas Avenue as allowed by Sec. 114-468 of the Municipal Code. The proposed major amendment would allow for the sale of up to three (3) automobiles. (PHDC-21)

### **Recommendation of the Planning, Heritage, and Design**

**Commission on 1-27-21:** That the request from Ed Malacara, agent for L-A Tires LLC, for a major amendment to a conditional use permit which allows to allow for the sale of up to three (3) automobiles to limited repair of motor vehicles at 1504 Douglas Avenue be approved, subject to conditions a. - k.

**Fiscal Note:** N/A

**Attachments:** [Review and Recommendation](#)  
[Public Hearing Notice](#)  
[Applicant Submittal](#)  
[#0068-21 Resolution](#)

*Hintz explained that the public hearing notice originally stated seven cars would be for sale on the property, however, after speaking with the applicant it was lowered to three cars for sale. He stated any work done would be by appointment. Hintz explained that the property has been used as an auto repair for 20 years and described the application for the request reviewing the location of the property, surrounding land uses and businesses, the public hearing notice map that was distributed to neighboring properties, the comprehensive land use designation for the site, and photos of the site and surrounding area.*

*Hintz explained the business summary, described the possible actions of the Commission, and the required findings of fact for approval of conditional use permits. He stated staff is recommending approval subject to conditions a. – k.*

*Alder Jones asked about the car sales on the lot – if it would work if they sold three cars in the morning and another three cars in the afternoon.*

*Hintz stated that would be okay and that the lot could only handle three cars at a time.*

*Mayor Mason opened the public hearing at 4:52 p.m.*

*Ed Malacara, the applicant, spoke regarding the request. He informed the commission that the building will be completely remodeled on the inside and that they plan to keep the property in good order. He stated nothing much will be changed from the previous use except for the sale of the cars. He explained it was a used tire shop before.*

*Mayor Mason closed the public hearing at 4:54 p.m.*

**A motion was made by Commissioner Martinez, seconded by Alder Jung, to recommend approval of the request subject to conditions a. – k. The motion was PASSED by a Voice Vote.**

[0064-21](#)

**Subject:** Communication sponsored by Mayor Mason and Alder Jung submitting an ordinance for adoption, of additional overlay districts in certain access corridor areas of the City.

**Recommendation of the Public Works and Services Committee on 1-26.21:** That the ordinance be forwarded to the Planning, Heritage, and Design Commission for consideration.

**Recommendation of the Planning, Heritage, and Design Commission on 1-27-21:** That Ordinance 0002-21 regarding the addition of overlay districts in certain access corridor areas of the City be adopted.

**Fiscal Note:** N/A

**Attachments:** [ABM Overlay Districts](#)  
[Public Hearing Notices](#)  
[Overlay Districts FAQ & Map](#)  
[#Ord. 0002-21 Ch. 114 - Combined Overlay-Corridor Districts V2 with Highlights](#)  
[Written Comments Received - Overlay Districts](#)  
[Comments Received - Overlay Districts \(1-27-2021\)](#)

*Matthew Sadowski, Planning Manager, explained the request. He stated the proposed overlay districts offer tools for quality and compatible economic development within the city. He stated the proposal is for an ordinance to adopt nine additional overlay districts within the city. He stated the city is being proactive in putting districts in place before development plans would come forward – the districts would allow more plans for more*

*specific areas. Sadowski stated there are multiple overlay districts in the city, more than 22 areas (including Planned Unit Developments, Industrial Parks, Flex Overlays, Redevelopment Areas). He stated Planning staff has experience administering them and showed the existing areas within the city. Sadowski reviewed the proposed districts – Durand-Elmwood; Horlick; North Beach; Pershing Park; Racine Street; State Street; Taylor Avenue; Three Mile Road; and Westgate.*

*Sadowski explained the structure of the ordinance along with the most specific design statements for the areas such as North Beach, Racine Street (e.g. new fences cannot be chain linked and have to be decorative in nature, etc.). He stated there may be infill and renewal districts and that the ordinance encourages applicants to review the development plans for the area. Sadowski stated one and two unit structures will not be reviewed and explained the project approval process for the overlay district – when a business or property owner seeks to apply for a building, sign, or occupancy permit they will first submit plans to Planning Division staff; if standards are not met the applicant will be instructed on how plans can be modified so they are in compliance, if the standards are met Planning staff will release the project for issuance of permits by the Building Inspection Division. He stated appeals to staffs' findings can be made to the Planning Commission with the Common Council making the final determination.*

*Sadowski explained the timeline for the proposed ordinance.*

*Mayor Mason acknowledged the FAQ put together by staff.*

*Alder Jung asked about an ideal overlay district makeup in terms of uses of property and how the district boundaries were structured.*

*Sadowski stated it was a collaborative project with the Mayor's Office to come up with boundaries that made sense in terms of land use, impacted areas, and actual corridors that are coming through the city. He stated the proposed overlay districts attempt to create a cohesive and linear view of an area e.g. Durand Avenue, Main Street, North Beach, and to answer what they have in common and what is the perceived impact of the area that the access corridor is built around.*

*Mayor Mason stated that staff was looking at areas/corridors that have good opportunities for redevelopment. He stated, to put it in a larger context, 1973 was the year he was born and also the year when most of the zoning ordinances for the city were written. He stated, in the broader picture, we will need to rewrite the zoning ordinance, but with the nine proposed overlays, staff can identify the best possible zoning and redevelopment opportunities. He stated that it will be a good guide for developers as there will be expectations for what the uses will be and what will be encouraged. He stated the goal is to encourage the best possible development.*

*Alder Jung stated that different neighborhoods have different needs and Jung – different neighborhoods have different needs address the character of the neighborhoods.*

*Commissioner Austin stated homeowners were asking questions about the impact of this on their properties; he noticed on the slides regarding painting and changing color of a structure would have to go through the Planning Department.*

*Sadowski explained that this would not apply to one- and two-unit structures as those projects would not be reviewed.*

*Commissioner Martinez asked about the primary purpose of an overlay district versus zoning.*

*Sadowski explained that the purpose is to try to provide certainty. He stated one thing to keep in mind is that the Comprehensive Plan has a strong conservation component and another supplement is the City's Heritage Preservation Plan. He stated staff would take all of those initial goals in mind to foster a better appearance in the access corridor areas.*

*Commissioner Martinez asked if it were possible that hesitance would be created on developers who may want to come into the city. He asked if it could be seen as some type of obstruction.*

*Sadowski explained it could be a deterrent, however, some developers may be surprised that there is not some type of development standards in certain areas of the city.*

*Mayor Mason explained that some developers may not understand what the city may require for some development. He stated the proposed overlay districts allow us to put our best foot forward and help market the city to developers.*

*Alder Jung that in combination with a development of standards would be*

*Alder Peete win, win situation developers know what expectations are and marketing specific areas – done a great job.*

*Commissioner Martinez expressed concern regarding the term conservation. He stated that he is worried about the potential missed opportunity to keep up with certain trends or falling behind certain trends. He asked if adjustments can be made over time.*

*Alder Peete stated each overlay district will be somewhat different will have different standards. He stated what may not work in Alder Jones' district may work in other districts.*

*Mayor Mason opened the public hearing at 5:38 p.m.*

*Sadowski explained that written comments were received.*

*Mayor Mason stated the comments would be made part of the official record of the meeting.*

*Jason Trentadue, 1904 Carlisle Avenue, spoke regarding the request. He stated he has lived at his address for 25 years and that he was trying to address the halfway houses in the area. He stated there were seven within a one-block area within the Rapids Drive area and there have been numerous complaints by residents. He expressed the need for regulation and stated Alder Horton is doing the best that he can. He stated one person owns 140 of the homes and that the State does not do much to regulate them. He stated he would consider them to be commercial properties and expressed concern about the garbage being accumulated by some of the properties in the neighborhood.*

*Mayor Mason appreciated the concerns and stated Mr. Trentadue has expressed*

*legitimate concerns. He reminded that the meeting was regarding the proposed overlay districts.*

*Mr. Trentadue stated that the area needed to be cleaned up prior to making it a district.*

*Mason appreciated the concerns, however, stated the overlay districts will not regulate the issues. He proposed having a meeting with Alder Horton, Mr. Trentadue, and residents in the area to address the issues raised.*

*David Macemon – attempted to call twice, no answer.*

*Robert Radwill – attempted to call twice, no answer. Also submitted a comment through e-mail.*

*Mayor Mason closed the public hearing at 5:53 p.m.*

**A motion was made by Alder Jung seconded Alder Peete, to recommend adoption of the ordinance. The motion PASSED by a Voice Vote.**

## **End of Public Hearings**

## **Adjournment**

*There being no further business, the meeting adjourned at 5:55 p.m.*