



# City of Racine

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

## Meeting Agenda - Final City Plan Commission

*Mayor Thomas Friedel, Alderman Gregory Holding  
Atty. Jud Wyant, Elaine Sutton Ekes  
Vincent Esqueda, Brent Oglesby, Eric Marcus*

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Wednesday, April 29, 2009

4:15 PM

City Hall, Room 205

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**PROCEDURAL NOTE: While action on items typically proceeds in the order in which they appear on the agenda, certain items may be postponed to allow the start of public hearings at the published time of 4:30 p.m. Following the public hearings, the Plan Commission will resume action on postponed items.**

### Call To Order

### Approval of Minutes for the April 8, 2009 Meeting

#### ZOrd.2-09

An Ordinance rezoning 1500 May Street and 1501 West Street.

To amend the map of the Zoning Ordinance of the City of Racine, Wisconsin.

The Common Council of the City of Racine do ordain as follows:

#### Part 1:

That the property located at 1500 May Street and more particularly described as follows:

“Parcel 3 of CSM Number 2491, Document Number 1892483 ( NE ¼ of the SE ¼ of Sec. 8, T.3 N., R. 23 E, City of Racine, Block 4 and Lot 7, Block 5 Palmeter and Briggs Addition to the City of Racine, Racine County, Wisconsin”

Be rezoned from “B-2” Community Shopping District, to “R-3” Limited General Residence District, and designated as Supplement No. \_\_\_\_\_, which Supplement is hereby made a part of this ordinance.

#### Part 2:

That the property located at 1501 West Street and more particularly described as follows:

“Parcel 4 of CSM Number 2491, Document Number 1892483 ( NE ¼ of the SE ¼ of Sec. 8, T.3 N., R. 23 E, City of Racine, Block 4 and Lot 7, Block 5 Palmeter and Briggs Addition to the City of Racine, Racine County, Wisconsin”

Be rezoned from “B-2” Community Shopping District, to “R-3” Limited General

Residence District, and designated as Supplement No. \_\_\_\_\_, which Supplement is hereby made a part of this ordinance.

Part 3:

This ordinance shall take effect upon passage and the day after publication.

Passed by the Common Council:

\_\_\_\_\_

Approved: \_\_\_\_\_

\_\_\_\_\_

Mayor

Attest:

\_\_\_\_\_

City Clerk

Fiscal Note: N/A

Attachments: [PH Notice 1500 May Street and 1501 West Street](#)

*Staff Recommendation: That the ordinance be adopted.*

*Agendas sent to: Brian F. O'Connell, Executive Director, Redevelopment Authority;  
Alderman Q.A. Shakoor II*

Ord.11-09

Ordinance No. 11-09

To amend Sec. 114-1033 of the Municipal Code of the City of Racine, Wisconsin relating to Sign regulations - Electronic message signs.

The Common Council of the City of Racine do ordain as follows:

Part 1:

Section 114-1033 of the Municipal Code of the City of Racine is hereby amended by adding the following at the beginning of the section:

“(a) *Electronic Signs, (Educational Facilities)*

For purposes of this section, Educational Facility shall be defined as a primary, secondary, or technical school (public, private, or parochial) involved in the instruction of students as its primary function. This definition shall not include community centers, religious institutions without a K-8th grade school, job training facilities, or other similar organizations providing student instruction.

(1) Standards

All electronic signage for educational facilities shall be constructed as set forth in this part and shall comply with the following standards:

a. Zone Districts

Allowed as a Conditional Use in any zone district in which the school is located.

b. Sign Area

1. One monument sign is allowed per site. The sign may have an electronic face on both sides of the sign.
2. The maximum size of the sign may not exceed 60 square feet, including borders, trim, etc. A maximum of 50% of the total sign area may be electronic.
3. Height may not exceed six (6) feet, as measured from average finished grade to the highest point on the sign cabinet.
4. The monument sign is allowed in addition to all other signage as allowed per Article X of the City of Racine Zoning Code.

c. Setback and Location

1. Minimum setback from any property line is 25'.
2. May not be located within 200' of a residential zone or use, and may not directly face a residential zone or use.

d. Electronic Message Restrictions

1. Messages are limited to advertisements of school activities and functions. No commercial advertising is allowed.
2. The sign lighting may be on between the hours of 7:00 a.m. and 10:00 p.m., Monday through Friday.
3. Maximum of four (4) lines of electronic message are allowed per sign face. Lettering height will be determined by the posted speed limit on the adjacent street:
  - (a). 0-30 mph: four (4) inches in height maximum
  - (b). 31-45 mph: six (6) inches in height maximum
  - (c). 46+ mph: ten (10) inches in height
4. The use of scrolling, flashing, blinking, chasing, traveling, or similar animation is prohibited.
5. Each message change shall be accomplished in one second or less, and each message shall remain in a fixed position for a minimum of sixty (60) seconds.
6. No additional electronic signage will be permitted in addition to, or in lieu of, an electronic monument sign.
7. No electronic monument signage shall interfere with or be in conflict with any traffic control devices. This shall be determined by the Commissioner of

Public Works.

e. Design Standards

1. The sign design must be architecturally compatible with the school design, utilizing similar materials and established style as found in the principle structure.

2. A landscape plan shall be submitted as part of the Conditional Use. The landscaping shall address the area within six (6) feet of the sign, utilizing plantings that are complimentary to the sign base, appearance, and location of the sign. The landscape plan is subject to review and approval of the Director of City Development.”

Part 2:

Amend 114-1033 by adding “(b) *Electronic Signs, (Non-Residential Uses)*” before the original paragraph, “Electronic message signs are allowed...”

Part 3:

This ordinance shall take effect upon passage and the day after publication.

Passed by the Common Council:

\_\_\_\_\_

Approved: \_\_\_\_\_

\_\_\_\_\_  
Mayor

Attest: \_\_\_\_\_

\_\_\_\_\_  
City Clerk

Fiscal Note: N/A

*Staff Recommendation: That the ordinance be adopted.*

*Agendas sent to: Alderman David Maack; Alderman Sandy Weidner*

**4:30 PUBLIC HEARINGS    4:30 PUBLIC HEARINGS    4:30 PUBLIC HEARINGS**

**09-3517**

**Subject:** (Direct Referral) Consideration of a request from Karen Sorenson seeking a conditional use permit for an automobile repair facility at 1801 Quincy Avenue.

**Attachments:** [PH Notice - 1801 Quincy Avenue](#)

*Staff Recommendation: Pending review of additional applicant submittals.*

*Agendas sent to: Lisa Hutchins; Karen Sorenson; Alderman Terry McCarthy*

**09-3518**

**Subject:** (Direct Referral) Consideration of a request from Karen

Sorenson seeking a conditional use permit for a dance studio at 726 Yout Street.

**Attachments:** [PH Notice - 726 Yout Street](#)

*Staff Recommendation: Pending submittal by applicant of additional information.*

*Agendas sent to: Heather and Carl Kent; Karen Sorenson; Alderman David Maack*

**09-3519**

**Subject:** (Direct Referral) Consideration of a request from Kimberly L. Horton seeking a conditional use permit for a childcare center at 1442 N. Memorial Drive.

**Attachments:** [PH Notice - 1442 N. Memorial Dr.](#)

*Staff Recommendation: Recommend approval subject to conditions.*

*Agendas sent to: Kimberly Horton; Alderman Q.A. Shakoor II*

**09-3520**

**Subject:** (Direct Referral) Consideration of a request from Frank D'Acquisto of D'Acquisto Motors seeking a conditional use permit to expand the automobile display area at 1202 Lathrop Avenue into a parking area at 3919 Washington Avenue.

**Attachments:** [PH Notice - 1202 Lathrop Avenue](#)

*Staff Recommendation: Recommend approval subject to conditions.*

*Agendas sent to: Frank D'Acquisto; Alderman James Spangenberg; Alderman Aron Wisneski*

**Administrative Business**

*Discussion regarding convenient cash establishments ordinance.*

**Adjournment**

**If you are disabled and have accessibility needs or need information interpreted for you, please contact the Department of City Development at 636-9151 at least 48 hours prior to this meeting.**