



# 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  
Brian O'Connell, Robert Hartmann, Emile Mathis  
Gary Wolfe, Micah Waters, Margo Mazur*

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Thursday, December 6, 2007

4:30 PM

Room 301, City Hall

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### **Chairman Christensen called the meeting to order at 4:35 p.m.**

**PRESENT:** 6 - Jeff Coe, Richard Christensen, Robert Hartmann, Gary Wolfe, Brian O'Connell and Micah Waters

**EXCUSED:** 2 - Emile Mathis and Margo Mazur

*OTHER PRESENT: Matthew G. Sadowski, Principal Planner*

### **Approval of Minutes for the November 1, 2007 Meeting**

A motion was made by Micah Waters, seconded by Alderman Jeff Coe, that the minutes be approved subject to including in Mr. Ron Rogan's comments the commitment to utilize push-through lettering. The motion **PASSED** by a Voice Vote.

#### 07-0838

**Subject:** (Direct Referral) Review design concepts for a mixed-use development at 73 Eight Street (Southeast corner of Lake Avenue and Eighth Street).

#### **Recommendation of Downtown Area Design Review on 7-12-07:**

That this item be deferred.

#### **Recommendation of Downtown Area Design Review on 9-06-07:**

That this item be deferred.

#### **Recommendation of Downtown Area Design Review on 10-4-07:**

That this item be deferred.

#### **Recommendation of Downtown Area Design Review on 11-1-07:**

That this item be deferred.

#### **Recommendation of Downtown Area Design Review on 12-6-07:**

That the plans submitted by Romona Ydnate for the Robert Watring mixed-use development at 73 Eight Street be approved, subject to the following conditions:

- a. That the plans presented to the Downtown Area Design Review Commission dated December 3, 2007 are considered conceptual, and are approved subject to the conditions contained herein.

- b. That all applicable zoning approvals be applied for.
- c. That the basic design attributes shall substantially conform to those details illustrated on the approved conceptual plans with regards to building setback and offsets, exterior wall cladding in substantially the same proportions, fenestration, window materials, accent bands, façade recesses/stepping and tower height differentials, balcony placement and projection, window framing and colors, with the exception that:
  - 1. The buildings minimum offset from the south lot line offset be 10 feet, and from Eight Street be a minimum of 10 feet.
  - 2. No EIFS be used on the central core of the Lake Avenue Façade but rather, the use of granite be incorporated.
- d. That upon substantial resolution of zoning matters, the following shall be submitted to the Downtown Area Design Review Commission for review and approval:
  - 1. Detailed building elevations.
  - 2. Landscaping and parking plans.
  - 3. Building and site lighting plans.
  - 4. Comprehensive sign package.
- e. That no minor changes to be made to the conditions of this conceptual design approval without the review and approval of the Director of City Development, and no major changes be made without the approval of the Downtown Area Design Review Commission.

**Fiscal Note: N/A**

*Chairman Christiansen recused himself for item 07-0838 and resumed the chair afterwards. Hearing no objections, Director O'Connell assumed the Chairmanship.*

*Romona Ydunate of ARC, project design consultant presented a plan illustrating a 21 story boutique hotel tower flanked to the north and south by 18 story condominium towers. She reviewed façade treatments.*

*A discussion ensued between Commission members and Ms. Ydunate regarding the materials, materials placement and colors. Commission members found preferable the application of materials as specified in the plans dated December 3, 2008.*

**A motion was made by Robert Hartmann, seconded by Alderman Jeff Coe, that this item be Approved, subject to the listed conditions in the recommendation.**

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

[07-1495](#)

**Subject:** (Direct Referral) Review of facade remodeling proposal at 920 Washington Avenue (Popeye's Chicken & Biscuits)

**Recommendation of Downtown Area Design Review on 12-6-07:**

That the façade remodeling proposal at 920 Washington Avenue (Popeye's Chicken & Biscuits) be approved, subject to the following conditions:

- a. That the plans presented to the Downtown Area Design Review Commission on December 6, 2007 be approved subject to the following conditions.
- b. That all applicable permits be obtained from the Building Inspection Department.
- c. That final mural selection be presented to the Director of City Development for review an approval and that in the event of vandalism, the mural will be restored and/or maintained in a timely manner.
- d. That a landscape plan be submitted to the Director of City Development for review and approval. A bond or letter of credit equal to the value of the improvements illustrate in the approved plan shall be submitted to the Director of City Development for review and approval. The approved landscaping plan shall be implemented by July 1, 2008.
- e. That all signs be professionally made, comply with all applicable ordinance, and all applicable permits be acquired.
- 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 Downtown Area Design Review Commission.

**Fiscal Note:** N/A

*Ian Guenther of Sarfatty Associates presented plans for the proposed facade remodeling project. He explained color selection, parapet treatment, wall signage illuminated by goose-neck fixtures, reworking of pylon sign, awnings, windows, and doors.*

*Joel Loan of Sarfatty Associates explained the proposed mural.*

**A motion was made by Micah Waters, seconded by Brian O'Connell, that this item be Approved, subject to the listed conditions in the recommendation. The motion PASSED by a Voice Vote.**

[07-1496](#)

**Subject:** (Direct Referral) Review of window replacement project at 334 Main Street (Joy Boatwright - Popli)

**Recommendation of Downtown Area Design Review on 12-6-07:**

That the window replacement project at 334 Main Street be approved, subject to the following conditions:

- a. That the plans presented to the Downtown Area Design Review Commission on December 6, 2007 be approved subject to the following conditions.
- b. That all applicable permits be obtained from the Building Inspection Department.
- c. That a statement be provided by Joy Boatwright - Popli outlining the difficulties in obtained bids for the project.
- d. 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 Downtown Area Design Review Commission.

**Fiscal Note:** N/A.

*Joy Boatwright – Popli explained her proposal in terms of design, color and difficulty in obtaining price quotes due to the non-standard shape of the windows.*

**A motion was made by Micah Waters, seconded by Alderman Jeff Coe, that this item be Approved, subject to the listed conditions in the recommendation. The motion PASSED by a Voice Vote.**

**07-1497**

**Subject:** (Direct Referral) Review of facade grant request for window replacement project at 334 Main Street (Joy Boatwright - Popli)

**Recommendation of Downtown Area Design Review on 12-06-07:**

That the façade grant request for the window replacement project at 334 Main Street be approved, subject to the following conditions:

- a. That this grant may be applied to expenses incurred in compliance with the plans presented to the Downtown Area Design Review Commission on December 6, 2007.
- b. That this grant is approved for an amount up to \$7,500 or 50% of eligible project costs, whichever is less.
- c. That this project shall be completed and reimbursement requested by December 6, 2008.
- d. 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 Downtown Area Design Review Commission.

**Fiscal Note:** N/A

*A motion was made by Commissioner Waters and seconded by Commissioner that the façade grant request for the window replacement project at 334 Main Street be approved, subject to the following conditions:*

**A motion was made by Micah Waters, seconded by Alderman Jeff Coe, that this item be Approved, subject to the listed conditions in the recommendation. The motion PASSED by a Voice Vote.**

[07-1498](#)

**Subject:** (Direct Referral) Review of wall sign replacement project at 818 Main Street (Wheaton Franciscan Healthcare)

**Recommendation of Downtown Area Design Review on 12-6-07:**

That the wall sign replacement project at 818 6th Street Main Street. (Wheaton Franciscan Healthcare) be approved, subject to the following conditions:

- a. That the restoration plans presented to the Downtown Area Design Review Commission on December 6, 2007 be approved subject to the following conditions.
- b. That a hold harmless agreement be entered into between the building owner and the city if improvements illustrated in the approved plans project into public rights-of-ways.
- c. That color samples for the sign panel be submitted for the review and approval of the Director of City Development.
- d. That the applicant or their representative work with City Staff on final placement and sizing of the sign in that the sign, fit within the vertical reveals and its inset be proportional to the rectangular wall section it is to be placed in.
- e. That all signs be professionally made and comply with all applicable ordinance, unless otherwise permitted as existing non-conforming signage.
- 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 Downtown Area Design Review Commission.

**Fiscal Note:** N/A

*Ron Rogan of Poblocki Sign Company described the sign design and construction. He stated that the sign would be painted to match the EIFS background material to which it is to be mounted.*

**A motion was made by Robert Hartmann, seconded by Micah Waters, that this item be Approved, subject to the listed conditions in the recommendation. The motion PASSED by a Voice Vote.**

[07-1499](#)

**Subject:**(Direct Referral) Review of bulk head/knee wall tile selection at 401-6th Street (606 College Avenue), for Keith Seib.

**Recommendation of Downtown Area Design Review on 12-6-07:**

That the bulkhead materials for a street level façade remodeling project for Sharon and Keith Seib at 401 Sixth Street be approved subject to the use of India brown slate as presented to the Downtown Area Design Review Commission on December 6, 2007.

**Fiscal Note:** N/A

*Sharon Seib presented India brown slate as the choice for the bulk head/knee wall areas.*

**A motion was made by Micah Waters, seconded by Gary Wolfe, that this item be Approved. The motion PASSED by a Voice Vote.**

**Administrative Business**

*None.*

**Adjournment**

*Hearing no objections Chairman Christensen adjourned the meeting at 6:12 p.m.*

*Respectfully Submitted,*

*Matthew Sadowski,  
Secretary, Principal Planner*