



City of Racine

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

Meeting Minutes - Final

City Plan Commission

Mayor John Dickert
Alderman Dennis Wiser
Tom Durkin
Tony Veranth
Ann Brodek
Mario Martinez

Wednesday, July 27, 2016

4:30 PM

City Hall, Room 205

Call To Order

Mayor Dickert called the July 27, 2016 Plan Commission meeting to order at 4:32 p.m.

PRESENT: 5 - John Dickert, Dennis Wiser, Tom Durkin, Ann Brodek and Mario Martinez

EXCUSED: 1 - Tony Veranth

Approval of Minutes for the June 29, 2016 Meeting

A motion was made by Commissioner Brodek, seconded by Alderman Wiser, to approve the minutes of the June 29, 2016 meeting. The motion PASSED by a Voice Vote.

0631-16

Subject: An application from Kyle Hammer of Camburas & Theodore, LTD (representing Bob's Discount Furniture) seeking approval for minor facade alterations, and for exceptions to the Regency Mall Planned Development sign standards regarding proportionality, size, and allowable content. (PC-16) (Res No. 0283-16)

Recommendation of the City Plan Commission on 7-27-16: That the item be approved subject to conditions.

Fiscal Note: N/A

Attachments: [PH Notice - 5820 Durand Avenue](#)

Assistant City Development Director Matt Sadowski presented information on the project area, proposed façade changes, and recent signage installations within the development, including a brief review of past exceptions. The façade changes are minor and supported by Staff. The site is currently occupied by HH Gregg, who sought and was granted exceptions to the Mall sign standards several years ago.

Since submittal, the applicants have modified their sign proposal to achieve better conformance with existing standards. Remaining exception requests are to allow for 71% width on the sign facade where 70% is the maximum; and for 250 sq. ft. of signage where 200 is allowed. The proposal creates a lesser degree of non-conformity than the previous signage. Staff recommends approval subject to

conditions.

Public Hearing opened at 4:37 p.m.

No speakers.

Public Hearing closed at 4:37 p.m.

Discussion ensued. Mayor Dickert discussed his concerns for setting precedent, and questioned if the sign width could be reduced to meet the 70%. John Bradshaw, applicant, stated he was unaware of further options related to width reduction but is willing to continue working with Staff. Mr. Sadowski added several mall tenants have been granted larger width exceptions, and will continue working with the applicant per direction of the Commission. Ron Kimberlain, of Regency Mall, advised he is not aware of the tenant's move-in timeframe but has heard construction may commence in the fall. After further discussion, the Mayor and Commissioner's concerns related to precedent setting and the proposal were resolved.

A motion was made by Alderman Wisner, seconded by Commissioner Durkin, to recommend approval. The motion PASSED by a Voice Vote.

Administrative Business

None.

Adjournment

Mayor Dickert adjourned the meeting at 4:48 p.m.