



City of Racine

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

Meeting Minutes - Draft City Plan Commission

Alderman Dennis Wisner, Mayor John T. Dickert, Atty. Elaine Sutton Ekes Vincent Esqueda, Tony Veranth, Alderman Molly Hall, Pastor Melvin Hargrove

Wednesday, January 9, 2013

4:15 PM

City Hall, Room 205

Call To Order

Mayor Dickert called the meeting to order at 4:20 p.m.

PRESENT: 6 - Elaine Sutton Ekes, Vincent Esqueda, Tony Veranth, John Dickert, Dennis Wisner and Melvin Hargrove

ABSENT: 1 - Molly Hall

Others present:

*Matthew Sadowski, Principal Planner/Assistant Director of City Development
Jill Johanneck, Associate Planner
Tony Schiro, City Development Intern*

Approval of Minutes for the November 28, 2012 Meeting

A motion was made by Alderman Wisner, seconded by Commissioner Sutton Ekes, to approve the minutes of the November 28, 2012 meeting. The motion PASSED by a Voice Vote.

Review and discuss potential changes to Ch. 114, Article X, of the Municipal Code to create standards for window signage within the City of Racine.

Associate Planner Jill Johanneck advised concerns are being raised about the appearance of window advertisements and lack of standards for it at businesses within the City. She advised there are safety as well as aesthetic concerns with the practice of applying window signage without regulation. Slides of various locations within the City were shown where window signage was excessive and haphazard on building façades.

The concern is that when signage like this is applied and left unregulated the reflection on the City and its appearance are negative, and buildings look very unkempt. It also creates unsafe situations as it can be impossible to see into or out of a building. Currently there are no regulations for window signage outside of design districts.

A list of potential regulations was provided to the Plan Commission members and was reviewed with Staff. A discussion ensued. The Commission is in support of developing standards for window signage and the Mayor recommended deferral of the item to the next Plan Commission meeting for Staff to formalize the introduction of the standards discussed for adoption. Mayor Dickert advised if this is approved by

the Council that he would want notice sent to all businesses about the new regulations. Motion to defer made by Commissioner Hargrove, second by Alderman Wisner, motion carried.

12-8435

Subject: (Direct Referral) Request by Jon Klema of Michael's Signs, representing Len Alvarez, seeking approval for a new sign to replace an existing sign at 3417 Douglas Avenue.

Principal Planner/Interim Assistant Director of City Development Sadowski provided background on the proposed sign, including location, surrounding development, and property and area zoning. The existing sign is approximately 21' tall and the applicant is requesting to replace it with a 14' tall sign. The proposal addresses a potential height issue whereas the new zoning ordinance currently being written will require pole signs not to exceed 15' height. This proposal accomplishes this.

The request does not adhere to the Douglas Avenue Design guidelines in that they require signs not exceed 10' maximum height. However, the Douglas Avenue standards are appealable to the Plan Commission and the underlying B-2 zoning currently allows a 25' sign. Staff feels this is a reasonable proposal which addresses the height and eliminates the current sign which encroaches into the public right-of-way. Staff is also requesting landscaping be part of the installation and is requesting a landscape plan and financial assurance to ensure the landscape plan is followed.

A motion was made by Commissioner Sutton Ekes, seconded by Commissioner Esqueda, that the request by Jon Klema of Michael's Signs, representing Len Alvarez, seeking approval for a new sign at 3417 Douglas Avenue, be approved subject to the recommended Staff conditions. The motion PASSED by a Voice Vote.

4:30 P.M. PUBLIC HEARINGS**4:30 P.M. PUBLIC HEARINGS****13-8495**

Subject: (Direct Referral) Request by Jeffrey Servi, owner of Premium Tops, to install a pole sign with an electronic message center at 3819 Douglas Avenue. (PC-13) (Res. No. 13-0027)

Recommendation of the City Plan Commission on 1-9-13: That the item be approved subject to conditions.

Fiscal Note: N/A

Attachments: [PH Notice - 3819 Douglas Avenue](#)
[\(13-8495\) CU 3819 Douglas Avenue](#)

Associate Planner Jill Johanneck provided information including location, zoning, surrounding land uses, and views of the property. She advised the building to the south of the location is located right at the right-of-way line and has an awning that extends over the sidewalk, blocking visibility for the property in question. Also, the existing freestanding sign for this business was removed with the rebuilding of Douglas Avenue and the new sign will be located in the same place yet be a more updated looking sign of aluminum with routed letters and a small electronic message board.

A review of the sign proposal was provided. The sign height being requested is 16', however, Staff is requesting 15' be the height so this sign is in-line with upcoming

zoning ordinance changes for sign heights. A review of the sign materials and size was also provided. It was noted that DARA and the Douglas Avenue Design committee had concerns over the electronic message sign and the movement. Ms. Johanneck advised the sign is subject to the standards of the sign ordinance related to movement and such motion would not be allowed. Violations of these requirements will be turned over to the Building Department for enforcement.

Another concern was the height of the sign, as the Douglas Avenue Design guidelines require signs be no taller than 10-feet. However, the Douglas Avenue standards are appealable to the Plan Commission. Staff recommended the Plan Commission grant the exception as the sign proposed is an improvement to the previous sign and the lowering to 15' will keep the sign in line with upcoming ordinance changes. The sign will not hang over the sidewalk. The sign meets size allocations for the building/lot.

Public Hearing opened at 4:53 p.m.

Public Hearing closed at 4:53 p.m.

A motion was made by Commissioner Esqueda, seconded by Commissioner Veranth, to recommend approval of the sign request subject to Staff recommendations. The motion PASSED by a Voice Vote.

[13-8496](#)

Subject: (Direct Referral) Request by Tammy Krote representing ArcVision, Inc. for an external remodel to the Taco Bell restaurant located at 2825 S. Green Bay Road. (PC-13) (Res. No. 13-0028)

Recommendation of the City Plan Commission on 1-9-13: That the item be approved subject to conditions.

Fiscal Note: N/A

Attachments: [PH Notice - 2825 S Green Bay Road \(13-8496, 13-8497\) CU 2825 S Green Bay Rd, CU 3358 Douglas Avenue](#)

Associate Planner Johanneck introduced two Taco Bell locations within the City requesting major remodels. A dual review was conducted for agenda item 13-8496 and 13-8497, locations of 2825 S. Green Bay Road and 3358 Douglas Avenue.

Area views, zoning and surrounding zoning, land uses and aerial views were provided for both locations. Ms. Johanneck summarized the request which includes changes to the exteriors, including outdoor seating, parking, signage, building colors and architectural treatments, and upgrades to the lighting and dumpster areas. It was noted EIFS was a proposed material on the building elevations within 8 feet of grade and needed to be modified, and that other plans including landscape, site, and elevations needed to be submitted for final review with required revisions. It was requested by Staff that bicycle racks be added to both locations, and that an enclosure or decorative fencing for the dining area for the location at 3358 Douglas Avenue be provided.

Commissioner Sutton Ekes inquired about financial assurance language which was absent from the recommendations, which was agreed it should be added in the event all items are not addressed prior to construction.

The Public Hearing opened at 5:00 p.m.

The Public Hearing closed at 5:00 p.m. as there were no speakers.

A motion was made by Commissioner Hargrove, seconded by Commissioner Esqueda, to recommend approval of the Taco Bell remodel for 2528 S. Green Bay Road and 3358 Douglas Avenue by approved, subject to the addition of condition R. referencing financial assurance language. The motion PASSED by a Voice Vote.

13-8497

Subject: (Direct Referral) Request by Tammy Korte representing ArcVision, Inc. for an external remodel to the Taco Bell restaurant located at 3358 Douglas Avenue. (PC-13) (Res. No. 13-0028)

Recommendation of the City Plan Commission on 1-9-13: That the item be approved subject to conditions.

Fiscal Note: N/A

Attachments: [PH Notice - 3358 Douglas Avenue \(13-8496, 13-8497\) CU 2825 S Green Bay Rd, CU 3358 Douglas Avenue](#)

The item was conducted as a dual review with agenda item 13-8496. Recommendation is for approval subject to Staff recommendations.

*The Public Hearing opened at 5:00 p.m.
The Public Hearing closed at 5:00 p.m. as there were no speakers.*

A motion was made by Commissioner Hargrove, seconded by Commissioner Esqueda, to recommend approval of the Taco Bell remodel for 2528 S. Green Bay Road and 3358 Douglas Avenue by approved, subject to the addition of condition R. referencing financial assurance language. The motion PASSED by a Voice Vote.

13-8498

Subject: (Direct Referral) Request by Jim Burda of Hoogland Foods seeking a conditional use permit for a Marco's Pizza carryout restaurant at 2065 Lathrop Avenue. (PC-13) (Res. No. 13-0029)

Recommendation of the City Plan Commission on 1-9-13: That the item be approved subject to conditions.

Fiscal Note: N/A

Attachments: [PH Notice - 2065 Lathrop Avenue \(13-8498\) CU 2065 Lathrop Avenue](#)

Principal Planner/Interim Assistant Director of City Development Matt Sadowski introduced the item by identifying the location, area and property zoning, surrounding land uses and aerial views of the property. The proposed Marco's pizza will be located within the existing structure which is home to Family Video. Further review of the floor plan specifics was provided.

Signage has not been submitted for review and Staff advised it is still subject to review and approval. It was noted that there is no landscaping in the area and the applicant will be planting landscaping, however, Staff still needs a detailed landscape plan.

Public Hearing opened at 5:13 p.m.

Jim Burda, 700 Laramie Ave., Glenview, IL, spoke on the item as the applicant. He discussed access and the landscaping requirements.

Anthony (last name and address inaudible), spoke as the co-applicant on the item.

Joe (last name inaudible), 1423 Green Bay Road, spoke in support of the request.

Public Hearing closed at 5:20 p.m.

Commissioner Veranth suggested they discuss snow removal with the property to the north.

A motion was made by Commissioner Esqueda, seconded by Alderman Wisner, to recommend approval of the request subject to Staff recommendations. The motion PASSED by a Voice Vote.

Administrative Business

Introduction of Planning Intern Tony Schiro.

Adjournment

There being no further business, the meeting was adjourned at 5:25 p.m.