



# City of Racine

City Hall  
730 Washington Ave.  
Racine, WI 53403  
[www.cityofracine.org](http://www.cityofracine.org)

## Meeting Minutes - Draft

### Planning Heritage and Design Commission

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Monday, March 17, 2025

4:30 PM

City Hall Annex, Room 330  
800 Center Street

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#### Call To Order

*Mayor Mason called the meeting to order at 4:30 p.m.*

*Mason explained the reason for the room change. Due to the elevator being out at City Hall and for accessibility reasons, the PHDC meeting was moved to the Police Training Room at the City Hall Annex.*

**PRESENT:** 4 - Hefel, Kohlman, Peete and Chambers

#### Approval of Minutes for the March 3, 2025 Meeting.

#### 4:30 P.M. PUBLIC HEARINGS

[0295-25](#)

**Subject:** Consideration of a request from Racine Pritchard, LLC, represented by the Hull Property Group, LLC, for a major amendment to the Planned Development for Regency Mall to add a new use to add a multi-family development at 5326 Durand Avenue, as allowed in Section 114-177 of the Municipal Code.

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

**Commission on 03-17-2025:** That based on the findings of fact, the request from Racine Pritchard, LLC, represented by the Hull Property Group, LLC, for a major amendment to the Planned Development for Regency Mall to allow for a new use for a multi-family residential development at 5326 Durand Avenue be approved, subject to conditions a. - g.

**Fiscal Note:** N/A

**Attachments:** [Review and Recommendation](#)  
[Public Hearing Notice](#)  
[Applicant Submittal](#)  
[#0295-25 Resolution](#)

*Steven Madsen, Planning Manager, explained the request. He reviewed the aerial photo showing the entirety of the Planned Unit Development for the Regency Mall and the proposed property outlined in blue. He stated that the location is the site of the former movie theater. Madsen showed the zoning and land use classifications and photos of*

*the site and surrounding area. He explained the proposed site plan, which includes the apartments, club house, maintenance with a car wash area. Madsen showed the renderings of the proposed buildings for the project.*

*Madsen explained the application summary. He stated the development will have five-three story apartment buildings, two of which will have underground parking, and seven-two story carriage houses. There is proposed to be a total of 266 living units in the development.*

*Madsen reviewed the findings of fact for the approval of conditional use permits and stated that, based on the findings of fact, staff is recommending approval subject to conditions a. – g.*

*Chambers asked about the carriage house and if they would be living units above garages. He asked about the pedestrian access to and from the development to Pritchard Park and if it would it be easy and desirable to walk from the development to these areas.*

*Madsen stated there are no planned sidewalks in the development, however, there is plenty of open grass area throughout the site. He explained there is currently not a sidewalk along Roosevelt Avenue.*

*Mayor Mason stated that across the street on Roosevelt is Pritchard Park and there may be a need to consider some pedestrian crosswalks once the development occurs. He stated all the drives within the development would be private drives.*

*Mason explained the acquisition history of the site and the current developments within the site. He stated that it was always intended that multi-family development be included in the space. He stated to be able to bring 266 market rate units to the area would be a welcoming addition to the city.*

*Kohlmann asked about parking and the stormwater plans for the site.*

*Madsen stated that they would be required to have a stormwater management plan. He showed the rough layout of their utilities on the plan and explained that the plan would be reviewed by the City's Engineering staff.*

*Kohlmann expressed concern about the walkability of the proposed development in relation to the surrounding businesses (Target and Woodman's). He stated that if you are going to make a walkable neighborhood, you need sidewalks.*

*Chambers asked if there were any other thoughts to amenities that can be accessed for the 266 families that may be living in the apartments.*

*Mayor Mason opened the public hearing at 4:44 p.m.*

*Elizabeth Wilson, Hull Property Group, Augusta, GA, spoke regarding the project. She expressed her gladness to be in front of the Commission to present another phase of the project. She stated in terms of accessibility that they view Pritchard Park as a beautiful park along with its amenities. She stated she wanted to tie into the Park and its amenities. She stated there will be sidewalks throughout the project that will connect the buildings, as needed. She stated the clubhouse will have a wrap around patio with a fire pit and grilling stations and seating areas, and a dog park will be*

*adjacent with benches near the wooded area. A large fitness facility and a clubroom will be inside the clubhouse.*

*Kohlmann asked about sidewalks connecting the complex to the mall and surrounding areas.*

*Wilson stated that they explored and discussed the idea of putting a sidewalk along Roosevelt. However, there are not sidewalks on either side of the street so they felt that it would be a sidewalk to nowhere. She stated that they felt that having nice landscaping to create a visual edge along Roosevelt would be a good use of the space.*

*Mason explained that the site is being oriented to the Park and if we would like to have a good crosswalk across Roosevelt, it would be on the City and the Department of Public Works (DPW) to do, proactively.*

*In response to Chambers, Mason asked the applicant if there were any thoughts to how people would walk over to Target.*

*Wilson stated that the southside of the project faces the back side of Target and Woodman's so she is not really sure in terms of the access and walking over.*

*Dan Troutman, Hull Property Group, explained the access of the site. He stated they would love to have a crosswalk along Roosevelt. He explained that they were thinking about providing membership to the Park (pool) to those who live at the project.*

*Peete asked if it would be possible to put a sidewalk in front of the apartments so they would be able to walk around to the front of Woodman's.*

*Troutman stated Hull Property Group did not own Woodman's or Target.*

*Peete asked about solar and modern energy for the project.*

*Troutman stated that they are working to meet the design parameters for energy efficiency.*

*In response to Mason, Troutman stated it was Focus on Energy. He stated they will have solar, EV charging stations, etc.*

*Kohlmann stated that back when the mall was built in 1981 it was cornfields and now it is filling in. He stated that we probably need to rethink how the parts connect.*

*Discussion ensued about how to connect the development to the surrounding areas for pedestrian access, including the bike path to the north of the site.*

*Mayor Mason closed the public hearing at 4:58 p.m.*

**A motion was made by Hefel, seconded by Peete, to recommend approval of the major amendment to the Planned Development for Regency Mall to add a new use of a multi-family development at 5326 Durand Avenue, subject to conditions a. – g. The motion PASSED by a Voice Vote.**

[0296-25](#)

**Subject:** Consideration of a request from Katherine Rayner of Crew Carwash, represented by Jared Jones of Kimley-Horn, for a major

amendment to the Planned Development for Regency Mall to add a new use of a carwash at 2521 S. Green Bay Road, as allowed by Section 114-177 of the Municipal Code.

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

**Commission on 03-17-2025:** That based on the findings of fact, the request from Katherine Rayner of Crew Carwash, represented by Jared Jones of Kimley-Horn, for a major amendment to the Planned Development for Regency Mall to add a new use of a carwash at 2521 S. Green Bay Road be approved, subject to conditions a. - e.

**Fiscal Note:** N/A

**Attachments:**     [Review and Recommendation](#)  
                              [Public Hearing Notice](#)  
                              [Applicant Submittal](#)  
                              [#0296-25 Resolution](#)

*Mason introduced the request by explaining that this location was the former Applebee's.*

*Madsen reviewed the request by showing the location of the site, photos of the site and surrounding area. He reviewed the site plan for the carwash, floor plan, and elevations for the building being proposed.*

*Madsen explained the applicant summary and stated that the applicant proposes to add a carwash with hours of operation from 7:00 a.m. to 8:00 p.m., every day. The carwash would have between 2-4 employees.*

*Madsen explained the possible actions of the Commission along with the required findings of fact for approving conditional use permits. Madsen stated that, based on the findings of fact, staff is recommending approval subject to conditions a. – e. He reviewed the conditions of approval.*

*Mayor Mason opened the public hearing at 5:05 p.m.*

*No one was present to speak.*

*Mayor Mason closed the public hearing at 5:06 p.m.*

*Discussion after the motion:*

*Kohlmann asked about the plan to plant invasive trees and if they consulted with the City Forester.*

*Madsen stated that the plans were reviewed by the City Forester who offered lengthy comments on the landscaping plans.*

*Madsen explained that the item will be back to the Commission for review of their final plan.*

A motion was made by Chambers, seconded by Hefel, to recommend approval of the major amendment to the Planned Development for Regency Mall to add a new use of a carwash at 2521 S. Green Bay Road. The motion PASSED by a Voice Vote.

## END OF PUBLIC HEARINGS

### [0302-25](#)

**Subject:** Consideration of a request by First Evangelical Lutheran Church, Racine, WI, represented by Reid Jahns of Excel Engineering, Inc., for review and the approval of the design for an addition and site changes at 728 Villa Street.

**Attachments:**    [Design Review](#)  
                              [Recommendation](#)  
                              [Application Submittal](#)

*Michelle Cook, Associate Planner, explained the request. She stated that this is a design review for the proposed building addition at 728 Villa Street, First Evangelical Lutheran Church. She showed the aerial photo of the site and photos of the site and surrounding area.*

*Cook explained the proposed addition showing images of the detail of the windows and brick. She stated the addition would be approximately 2,639 square feet.*

*She explained the addition went through the Joint Plan Review Team which is a review of Planning, the Forestry, Fire Department, etc.*

*Cook stated staff is recommending approval of the request subject to conditions a. – d. and reviewed the conditions of approval.*

*Mason stated that the request is in the historic Downtown so comments and thoughts would be appropriate at this time.*

*Kohlmann asked if the property were on the Historic National Register.*

*Cook stated that it was not on the National Register.*

*Jeff Hintz, Assistant Director, stated that the property is not in a Historic District.*

*Cook showed the site for the addition, not included in the slides.*

*Discussion ensued about the parking and lot for the project.*

**A motion was made by Hefel, seconded by Chambers, to approve the request subject to conditions a. – d. The motion PASSED by a Voice Vote.**

### [0303-25](#)

**Subject:** Consideration of a request from Sankalp Benwa of Benwa LLC, represented by Steve Ketterhagen, for design review and approval for facade changes at 312 Sixth Street.

**Attachments:**     [Design Review](#)  
                                 [Recommendation](#)  
                                 [Applicant Submittal](#)

*Cook explained the request showing the current state of the building and the proposed rendering. She stated that the applicant proposed adding a door to the front of the building for additional access to the residential unit, on the second floor. She explained that, before, would have to go through the storefront to access the residential unit.*

*Discussion ensued regarding the door design and the full glass use for the door. The applicant's representative, Steve Ketterhagen, clarified the drawings and design for the proposed façade.*

*The Commission decided the door should match by light and style; half-light door with panel, and the fascia board should match the brick color and not be painted black.*

**A motion was made Chambers, seconded by Peete, to approve the request subject to conditions a. – f. with the change to condition c. that the door for the entrance to the residential space match the door to the entrance to the retail space and be a half-light door and a change to condition e. that the final material selection be submitted to the Planning, Heritage and Design Commission for approval prior to installation. The motion PASSED by a Voice Vote.**

## **Adjournment**

*There being no further business, the meeting adjourned at 5:38 p.m.*