



City of Racine

Meeting Minutes

City Plan Commission

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

Mayor Gary Becker
Alderman Gregory Holding
Atty. Jud Wyant, Elaine Sutton Ekes
Vincent Esqueda, Frank Tingle
Brent Oglesby

Wednesday, September 26, 2007

4:00 PM

Room 205, City Hall

Call To Order

PRESENT: 7 - Gary Becker, Elaine Sutton Ekes, Vincent Esqueda, Gregory Holding, Brent Oglesby, Frank Tingle and Jud Wyant

OTHERS PRESENT: Brian F. O'Connell, Director of City Development
Matthew G. Sadowski, Principal Planner
Richard Heller, Chief Building Inspector
Kristin Niemiec, RCEDC
Jay Christie, CEO of the Racine Zoological Society
David easely, Board Chair, Racine Zoological Society
Wolf Korndorfer, Board Member, Racine Zoological Society
Mary Whitman, Chairman, Landmarks Preservation Commission
Vivian Merlo, President, Preservation Racine
Alderman Jim Kaplan
Alderman Robert Anderson
Alderman Jeff Coe

Approval of Minutes for the August 29, 2007 and September 12, 2007 Meetings

A motion was made by Elaine Sutton Ekes, seconded by Frank Tingle, that the minutes be approved, as distributed. The motion PASSED.

[07-1170](#)

Subject: Request by Adams Outdoor Advertising for a comprehensive revision the conditional use permits for its signs in the City of Racine and for the exchange of property in the City.

Recommendation of City Plan Commission on 9-26-07: That the item be deferred on the request of Adams Outdoor Advertising.

Attachments: [Adams Outdoor.pdf](#)

Jason Saari of Adams Outdoor Advertising provided a presentation on their proposal to consolidate, modernize, and redistribute their holdings within Racine. In response to multiple questions by Commission members, Mr. Saari stated that: their electronic signs would be a later version of the one on display at the Summit Restaurant; they will continue to pay personal property taxes on their installations; all signs are 25 feet tall with the exception of a 35 foot sign at Weber Auto Sales on Douglas Avenue.

Mayor Becker further explained that certain existing locations will be abandoned and given to the City, others will involve the execution of easements agreements with the City.

Director O'Connell explained that the locations involving sales of City lands, and those requiring new conditional use permits will require Plan Commission review. He stated that multiple conditions uses permit will be required, but it is proposed that only one public hearing be held; appropriate notice would be distributed to area property owners. He suggested that a special meeting of the Plan Commission be scheduled to address just the Adams proposal.

Alderman Holding also suggested that the ordinance be updated to reflect state regulations and/or statues regarding electronic billboards.

Two actions were taken in reference to this matter:

1. A motion was made by Alderman Greg Holding ands seconded by Frank Tingle that an ordinance be prepared and public hearing scheduled to amend Sec 114-1033 Electronic Signs of the Racine Municipal Code to be consistent with State Statutes. The motion passed.

2. To defer action on the request of Adams Outdoor Advertising.

A motion was made by Alderman Gregory Holding, seconded by Vincent Esqueda, that this item be Deferred. The motion PASSED by a Voice Vote.

[07-0747](#)

Subject: (Direct Referral) Compliance review for R & S Performance at 2101 Lathrop Avenue.

Recommendation of the City Plan Commission on 6-13-07: That the item be deferred.

Recommendation of the City Plan Commission on 9-26-07: That the item be deferred and to direct staff to initiate revocation proceedings.

Attachments: [07-0564.doc](#)

Director O'Connell reviewed the circumstances that lead to this matter being agendized.

Principal Planner Sadowski reviewed the ordinance procedure for a revocation, and explained the actions that persist that constitute a violation to the conditional use permit. He cited: too many vehicles being stored on the property; the operation of a towing service and the parking of tow trucks on adjacent streets; the blocking of sidewalks with delivery vehicles. He explained that there are times when compliance is achieved which typically coincide with compliance reviews at the Plan Commission. However, he stated that it has been observed that the business soon thereafter slips back into non-compliance thus resulting in the receipt of additional complaints and the expenditure of additional staff time to investigate the complaint, document the violations, discuss concerns with the business owner, and bring the matter back to the Commission.

Sam Hutchins stated that he is allowed to park tow trucks on the street. Richard Heller, Chief Building Inspector and Zoning Administrator disagreed, stating that the conditional use permit does not allow tow truck parking or a tow truck business.

A motion was made by Atty. Jud Wyant, seconded by Elaine Sutton Ekes, that this item be Deferred. The motion PASSED. by a Voice Vote.

[07-1091](#)

Subject: (Direct Referral) Request by the City of Racine Landmarks

Preservation Commission seeking to rezone certain properties in the area of 11th street and Lake Avenue for the designation of an H-Historic Properties District overlay.

Recommendation of the City Plan Commission on 8-29-07: That this item be deferred.

Recommendation of the City Plan Commission on 9-26-07: That an ordinance be drafted for the overlay district, excluding the property at 1121 Lake Avenue, and a public hearing scheduled.

Further, that a resolution be drafted, detailing the architectural and/or historic attributes of the contributing properties within the proposed district.

Fiscal Note: N/A

Attachments: 11th St & Lake Ave.pdf
[H-Historic 11th&Lake.pdf](#)

Director O'Connell stated that letters from two effected property owners were submitted expressing their support of the establishment of the H-Historic Properties District: they are David Bahlman of 1135 Main Street, and Jeff Neubauer of 1145 Main Street. Director O'connell also distributed and reviewed a memo describing the current development controls and development potential for the Lochnaiar property at 1121 Lake Avenue.

In response to Alderman Holding and Jud Wyant, Director O'Connell state that he is unaware of a regulation establishing a maximum 25% view obstruction, and acknowledged that while the Lochnaiar property already has substantial development controls in place, development of the property would have additional criteria to consider based upon the Secretary of the Interior's standards.

Principal Planner Sadowski offered a presentation whose purpose was to illustrate that economic development is not necessarily adversely impacted by an historic district designation, and historic districts are not necessarily adversely impacted by economic development. He offered examples in Racine and Milwaukee where each was enhanced by the other.

Direct O'Connell reviewed the historic district designation process and Staff's recommendation.

In response to multiple questions from Commission members, Director O'Connell reviewed the proposed boundaries of the district stating that it is a sub-district of the much larger National Register Southside Historic District, the boundaries could be expanded in the future to include other properties, detailed descriptions of each contributing property will be developed by staff, each description will take at least eight hours to prepare.

Jud Wyant stated that the task currently before the Commission is to provide a recommendation to Staff and the Common Council on how to proceed.

Frank Tingle expressed support for the expansion of the district to the west and north, and stated that the proposed boundaries do not accurately reflect the scope of the area.

Alderman Holding expressed a desire to defer action to allow an analysis of other properties which may be appropriate to include in the proposed district.

Elaine Sutton-Ekes expressed apprehension at including the Lochnaiar property and requested input from owner Shea Leech as to the possibility of including only the building in the district.

Hearing no objections from Commission members, Mayor Becker solicited a response to Ms. Ekes question, to which Ms. Leech stated that her prospective buyer is not in favor of the inclusion of any portion of the property within the district, but that she personally would find Ms. Ekes proposal acceptable. However, she added that to the extent that the current proposal negatively impacts her ability to sell the Lochnaiar property, then she is opposed.

It was moved by Alderman Holding and seconded by Vincent Esqueda to amend the motion to exclude the entire property at 1121 Lake Avenue from H-Historic Properties District. The motion passed with Frank Tingle voting "No".

The Mayor called for the question on the amended motion. The motion passed as amended.

A motion was made by Frank Tingle, seconded by Vincent Esqueda, that this item be Recommended For Approval. The motion PASSED by a Voice Vote.

Res.07-0243 Vacation of Reichert Court

Resolved, that since public interest requires it, that the following parcel of land, more particularly described as follows, be and hereby is vacated and discontinued:

Reichert Court from Michigan Boulevard to its eastern most terminus

Fiscal Note: N/A

Attachments: [Notice of P.H..pdf](#)

Commission action on this Resolution is reflected in File 07-1110.

A motion was made by Alderman Gregory Holding, seconded by Frank Tingle, that this resolution be Recommended For Adoption. The motion PASSED by a Voice Vote.

07-1110 **Subject:** Res. 07-0243 Vacation of Reichert Court

Recommendation of the City Plan Commission on 8-29-07: That the Res. 07-0243 be adopted.

Recommendation of the City Plan Commission on 9-26-07: That the Res. 07-0243 be adopted.

Fiscal Note: N/A

Attachments: [Res.07-0243.pdf](#)

Director O'Connell summarized past Commission activity on this matter and the necessity for action.

A motion was made by Alderman Gregory Holding, seconded by Frank Tingle, that this resolution be Recommended For Adoption. The motion PASSED by a Voice Vote.

07-1124

Subject: (Direct Referral) Request by Audiel Arriaga and Alejandra Avila seeking a conditional use permit at 1801 Douglas Avenue to accommodate a carry-out restaurant.

Recommendation of City Plan Commission on 9-26-07: That the item be received and filed.

Attachments: [1801 State St.pdf](#)

Director O'Connell informed Commission members that the applicant has withdrawn this request.

A motion was made by Alderman Gregory Holding, seconded by Atty. Jud Wyant, that this item be Received and Filed. The motion PASSED by a Voice Vote.

07-1125

Subject: (Direct Referral) Request by Kai Jensen seeking consideration of a request to rezone property at 3801 Douglas Avenue from I-1 Restricted Industrial District to B-2 Community Shopping District.

Recommendation of the City Plan Commission on 9-26-07: That an ordinance be drafted and public hearing scheduled.

Fiscal Note: N/A

Attachments: [3801 Douglas Ave.pdf](#)

Director O'Connell summarized past Commission discussion on this item.

A motion was made by Atty. Jud Wyant, seconded by Frank Tingle, that this item be Recommended For Approval. The motion PASSED by a Voice Vote.

07-1126

Subject: (Direct Referral) Request by Antonio Crane of the People's Choice Adult Services seeking a conditional use permit at 1006 State Street to accommodate an adult daycare facility.

Recommendation of the City Plan Commission on 9-26-07: That the request by Antonio Crane of the People's Choice Adult Services seeking a conditional use permit at 1006 State Street to accommodate an adult daycare facility, be approved, subject to the following conditions:

- a. That the plans stamped Received August 29, 2007 and

presented to the Plan Commission on September 26, 2007 be approved subject to the conditions contained herein.

- b. That all applicable building and occupancy permits be obtained from the Building Inspection Department.
- c. That the facility serve only those clients diagnosed with cognitive disabilities and not function as a day facility for any correctional or penal institutions.
- d. That this facility be confined to the first floor of the tenant space having the address of 1010 State Street.
- e. That all state permits and licenses be maintained and requirements complied with, and that said permits and licenses be provided to the Department of City Development.
- f. That no more than 20 clients be allowed at the facility at any one time.
- g. That the facility be professionally staffed during all days and hours of operation.
- h. That proper staff to client ratio be maintained, but in no case shall the number of staff drop lower than one staff member for every eight clients.
- i. That the days and hours of operation be Monday through Friday, 7:30 a.m. to 8:00 p.m. with no hours on Saturday or Sunday.
- j. That all staff parking be contained on site.
- k. That all trash and recyclables be stored in closed containers and screened from view.
- l. That if a sign is installed, that it be professionally made, comply with zoning ordinance requirements and be approved by the Director of City Development.
- m. That plans be presented to the Access Corridor Development Review Committee for the implementation of the restoration of the building's storefronts.
- n. That all codes and ordinances be complied with and required permits acquired.

- o. That no minor changes be made from the conditions of this permit without the approval of the Plan Commission, and no major changes be made from the conditions of this permit without the approval of the Common Council.
- p. That this permit is subject to Plan Commission review for compliance with the listed conditions.

Fiscal Note: N/A

Attachments: [1006 State St.pdf](#)

Director O'Connell summarized the minutes of the September 12, 2007 public hearing and explained that since that time, additional information has been provided by the applicant in relation to their operational characteristics and experience.

Upon hearing no objections from Commission members Mayor Becker allowed building owner's representative, Karen Sorensen to voice her concern with the requirement that the building storefront be upgraded to a more traditional appearance, stating that the expense would be excessive.

Alderman Holding expressed support for the inclusion in the conditions of language requiring the upgrade of the façade.

Elaine Sutton-Ekes expressed support for the inclusion in the conditions of language requiring all State licenses to be maintained.

A motion was made by Frank Tingle, seconded by Alderman Gregory Holding, that this item be Recommended For Approval, subject to the listed conditions. The motion PASSED by a Voice Vote.

07-1127

Subject: (Direct Referral) Request by Kim Lunderskov and Nancy Foster representing Maaco seeking a conditional use permit at 2617 Lathrop Avenue to accommodate an auto body repair and painting facility.

Recommendation of City Plan Commission on 9-26-07: That the item be deferred.

Attachments: [2617 Lathrop Ave.pdf](#)

Subsequent to discussions with the applicant and based on the wishes of Mr. Lunderskov, a motion was made to defer action on this request.

A motion was made by Alderman Gregory Holding, seconded by Atty. Jud Wyant, that this item be Deferred. The motion PASSED by a Voice Vote.

07-1209

Subject: (Direct Referral) Request by Jay Christie, President & CEO of the Racine Zoological Gardens, 2131 North Main Street seeking approval of a revised zoo master plan.

Recommendation of the City Plan Commission on 9-26-07: That the

request by Jay Christie, President and CEO of the Racine Zoological Gardens, 2131 North Main Street, seeking approval of a revised zoo master plan be approved, subject to the following conditions:

- a. That the plans presented to the Plan Commission on September 26, 2007 be approved, subject to the following conditions.
- b. That implementation of each phase be treated as follows:
 1. A major amendment will be required with a public hearing, if the improvements in a specific phase involve a new building that requires the issuance of an occupancy permit.
 2. All other improvements are to be treated as a minor amendment requiring no public hearing.
- c. That no minor changes be made without the approval of the Plan Commission, and no major changes be made without the approval of the Common Council.
- d. That this approval is subject to Plan Commission review for compliance with the listed conditions.

Fiscal Note: N/A

Attachments: [Zoo Master Plan.pdf](#)

Jay Christie reviewed the various components of the revised zoo master plan.

Director O'Connell explained that the Commission is being asked to recommend approval of the master plan, and that as each phase is implemented; a condition use permit will be applied for, if that phase involves the construction of structures that are to be occupied. He explained that a neighborhood meeting was held on September 24, 2007 at which time questions were asked and comments made by those in attendance, but no objections were raised.

A motion was made by Elaine Sutton Ekes, seconded by Vincent Esqueda, that this item be Recommended For Approval, subject to the listed conditions in the recommendation. The motion PASSED by a Voice Vote.

Public Hearings Starting at 4:30 p.m.

[07-1204](#)

Subject: (Direct Referral) Request by Jay Christie, President & CEO of the Racine Zoological Gardens, 2131 North Main Street seeking approval of a conditional use permit for an entry complex among others related to Phase 3.

Recommendation of the City Plan Commission on 9-26-07: That the request by Jay Christie, President and CEO of the Racine Zoological Gardens, 2131 North Main Street, seeking approval of a conditional use permit for an entry complex among others related to Phase 3, be approved,

subject to the following conditions:

- a. That the plans presented to the Plan Commission on September 26, 2007 be approved, subject to the following conditions.
- b. That all applicable building and occupancy permits be obtained from the Building Inspection Department.
- c. That all trash and recyclables be stored in closed containers and screened from view.
- d. That all codes and ordinances be complied with and required permits acquired.
- e. That no minor changes be made from the conditions of this permit without the approval of the Plan Commission, and no major changes be made from the conditions of this permit without the approval of the Common Council.
- f. That this permit is subject to Plan Commission review for compliance with the listed conditions.

Fiscal Note: N/A

Attachments: [2131 N. Main St.pdf](#)

Mayor Becker opened the public hearing at 5:45 p.m., explained the public hearing process, and introduced the item.

Director O'Connell reviewed the proposed entrance plan and explained associated improvements.

Mr. Christie stated that he had nothing to add to Director O'Connell's review.

Harold Cole, owner of 300 Goold Street, stated that he objects to the relocation of the main entrance to the southwest corner, citing congestion and safety concerns. He also objects to the proposed construction road adjacent to his property at 300 Goold Street, he questions the need for a new parking lot in light of unproven demand, and he questions the inclusion of a restaurant and the potential for sale of alcohol-containing products.

Tim Monefeldt of 310 Augusta St stated that no additional parking is needed, as illustrated on the plans. He questioned the status of the existing homes on Goold street.

Sandy Monefeldt of 310 Augusta St. stated that she is opposed to alcohol sales at the restaurant, questions who paid for the plans and why the need for the entrance complex.

James Muir of 2132 N. Main Street expressed concern with the additional parking proposed, concern with the removal of existing planting beds, and saw little need for the foot bridge proposed for the pond.

Jill Derenne of 2024 Chatham St. expressed the need for drop-off point for the handicapped, and is opposed to the use of greenspace at Lakeview Park for parking.

There being no further comments or questions, Mayor Becker closed the hearing at 5:58 p.m.

Director O'Connell explained that neither the master plan nor the entrance complex plan involves properties south of Goold Street, the entrance plan does show a new parking area on the north side of Goold Street that has parking spaces dedicated for the handicapped, the construction entrance utilizes a dormant entrance but its use would be temporary.

Jay Christie explained how the entrance complex will be utilized in that the gift shop may be open after zoo hours, the restaurant would be full service (no wait service), the restaurant would only be available to zoo patrons, and alcohol would continue to be served at special zoo events but not typically in the restaurant, zoo funding is 60% private donors and 40% City/County, and the entrance complex is a needed upgrade to the facility and the location was not practical for animal displays.

Alderman Holding stated that he will be voting in favor of the proposal as it helps improve the zoo, creates an attraction, helps to maximize the zoo's potential, makes the zoo more accessible, should enhance patron safety, provides a handicapped drop off area, and the area along Goold Street is no longer residential.

Frank Tingle stated that he would be voting in favor of the plan as it creates and more prominent and recognizable entrance, and it should enhance traffic control.

A motion was made by Alderman Gregory Holding, seconded by Elaine Sutton Ekes, that this item be Recommended For Approval, subject to the listed conditions in the recommendation. The motion PASSED by a Voice Vote.

07-1206

Subject: (Direct Referral) Request by Edward Trudeau of Georgetown Markets, Inc. seeking a conditional use permit for a full color electronic sign at 3710 Meachem Road.

Recommendation of the City Plan Commission on 9-26-07: That the request by Edward Trudeau of Georgetown Markets, Inc. seeking a conditional use permit for a full color electronic sign a 3710 Meachem Road be approved, subject to the following conditions:

- a. That the plans received September 12, 2007 and presented to the Plan Commission on September 26, 2007 be approved, subject to the conditions contained herein.
- b. That all applicable building and occupancy permits be obtained from the Building Inspection Department.
- c. That the operation of the sign comply with Section 114-1033 Electronic Message Signs of the City of Racine Municipal Code.
- d. That all codes and ordinances be complied with and required

permits acquired.

- e. That no minor changes be made from the conditions of this permit without the approval of the Plan Commission, and no major changes be made from the conditions of this permit without the approval of the Common Council.
- f. That this permit is subject to Plan Commission review for compliance with the listed conditions.

Fiscal Note: N/A

Attachments: [3710 Meachem Rd.pdf](#)

Mayor Becker opened the public hearing at 6:16 p.m. and introduced the item.

Director O'Connell described the location and basic details of the proposal.

Ed Trudeau of Georgetown Market presented an article providing technical data to support the reasons for the change in reader board signs, and he also stated that he wishes to improve the property.

There being no further comments or questions, Mayor Becker closed the public hearing at 6:20 p.m.

Director O'Connell explained the potential conflicts with the zoning ordinance in relation to the capabilities of the proposed electronic sign.

In response to a proposal by Jud Wyant to table the request until a new ordinance is prepared, Mr. Trudeau requested that the sign be approved and he would agree to operate under prevailing ordinance.

A motion was made by Alderman Gregory Holding, seconded by Vincent Esqueda, that this item be Recommended For Approval, subject to the listed conditions in the recommendation. The motion PASSED by a Voice Vote.

07-1207

Subject: (Direct Referral) Request by Michael Rosales of "The Bricks" seeking to amend the conditional use permit for the Century Market mixed use development to establish a teen dance club at 522-6th Street.

Recommendation of the City Plan Commission on 9-26-07: That this item be deferred.

Attachments: [522-6th Street.pdf](#)

Mayor Becker opened the public hearing at 6:34 p.m. and introduced the item.

Director O'Connell described the location of the proposal and gave a summary of the proposed use.

Michael Rosales described in greater detail the areas of the building to be utilized for the business, how they would be used and the clientele he hopes to attract, clientele being youth, seniors, and seminars. He stated that he is aware of the concerns with a teen

dance club but it would be safe and have its own security staff and City police

Alderman Jeff Coe stated that he is in support of the request and that Mr. Rosales has agreed to all the security measures recommended by Staff.

Lorri Wells of 2916 Erie Street stated that she is in favor of the request and in her work at the Department of Corrections, she sees the need for such an establishment.

Mary Kosch of 2530 Four Mile Road stated that she is a friend of Mr. Rosales and is in favor of the proposal.

There being no further comments or questions, Mayor Becker closed the public hearing at 6:34 p.m.

Director O'Connell reviewed the proposed conditions and pointed out the concern with curfew regulations.

In response to Frank Tingle, Director O'Connell stated that parking is sufficient.

In response to Alderman Holding, Mr. Rosales explained that he believes the business will succeed because his security staff will be able to control patrons. There will be a dress code and cover charge, and he is investing over \$2,000 of his money for facility improvements.

In response to Brent Ogelsby, Mr. Rosales stated that the days of the teen dance club would be Thursdays and Fridays, wrist bands would be used to identify teens during transition times, and at 10:45 minors would be directed to leave the club. He stated that he has no business plan available.

Mayor Becker expressed concern that Mr. Rosales is grossly underestimating the amount of money needed to open a successful business, and a business plan may help to point this out.

In response to Elaine Sutton-Ekes, Mr. Rosales stated that doors or walls would be installed to control access to other parts of the building, and the restrictive hours of operation are to accommodate the closing time of the building tenant Sticky Rice so as to minimize the conflict between patrons of both businesses. He stated that the target youth population is those youth from ages 18 to 20 years, but they would also allow 16 and 17 year olds to attend.

Mayor Becker encouraged Mr. Rosales to meet with City Staff to develop a more accurate building layout and detailed business plan. He also suggested that Mr. Rosales contact the Racine Police Department to obtain security advice.

A motion was made by Elaine Sutton Ekes, seconded by Alderman Gregory Holding, that this be Deferred. The motion PASSED. by a Voice Vote.

07-1208

Subject: (Direct Referral) Request by Santiago Perez of First Class Resale Shop seeking a conditional use permit to operate an establishment selling new and used household goods and antiques at 3723 Douglas Avenue.

Recommendation of City Plan Commission on 9-26-07: That the item be received and filed.

Attachments: [3723 Douglas.pdf](#)

Director O'Connell informed Commission members that the applicant has withdrawn this request.

A motion was made by Alderman Gregory Holding, seconded by Vincent Esqueda, that this be Received and Filed. The motion PASSED. by a Voice Vote.

Adjournment

There being no further business before the Commission and hearing no objections, Mayor Becker adjourned the meeting at 7:20 p.m.

Respectfully submitted,

*Brian F. O'Connell, Secretary
Director of City Development*