



**CITY PLAN COMMISSION (CPC)**  
of the City of Racine, Wisconsin  
**AGENDA BRIEFING MEMO**

**AGENDA DATE:** July 25, 2018

**SUBJECT:**

A request by Kim – Eun Kyung Youn of Asiana Restaurant (Sara Vego – agent) appealing an approval of the Downtown Area Design Review Commission of an externally illuminated projecting sign at 423 – 6<sup>th</sup> Street.

**PREPARED BY:**

Matthew G. Sadowski , Assistant Director/Principal Planner

**EXECUTIVE SUMMARY:**

The applicant wishes to appeal a decision of the Downtown Area Design Review Commission of June 6, 2018 approving a projecting sign for 423 – 6<sup>th</sup> Street subject to the sign being externally illuminated. Ms. Eun Kyung Youn wished to have an internally illuminated sign. Decisions of the DADRC are appealable to the Plan Commission and Common Council [114-828(h)].

**BACKGROUND & ANALYSIS:**

**Authority for the decision of the Downtown Area Design Review Commission**

Since 1999 all permanent signage in the Downtown Design Review Area has required review and approval by Downtown Area Design Review Commission (DADRC) [Sec. 114-826(a)(2)].

The foundations for this authority stem from the following documents:

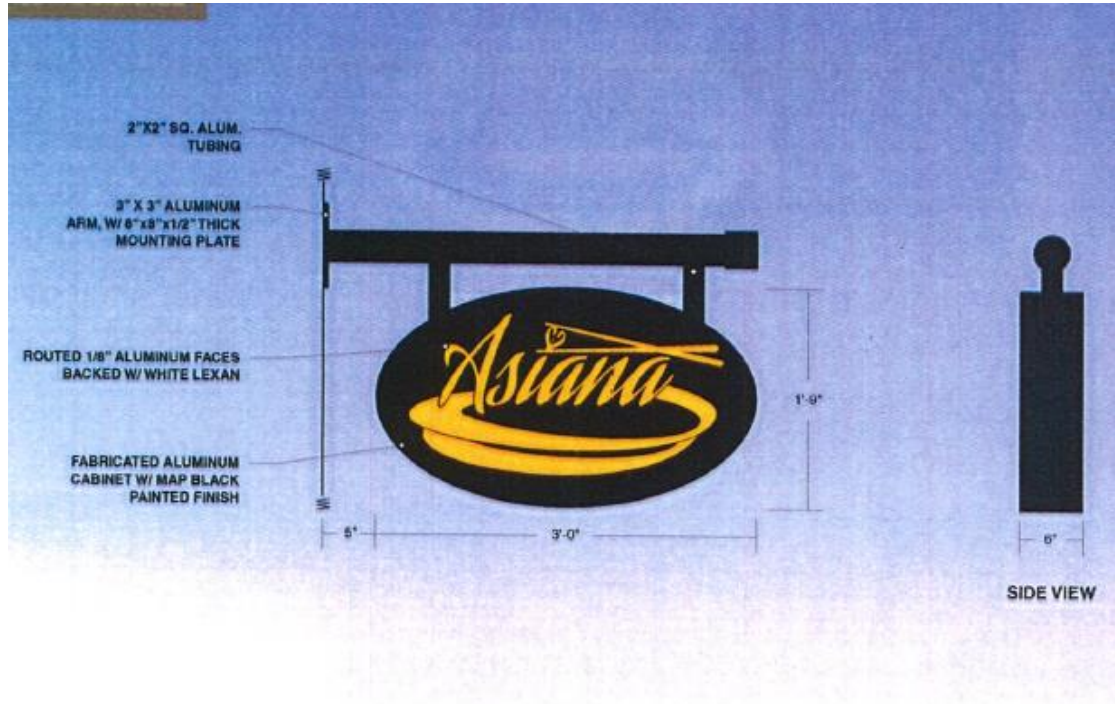
- 1988 designation by the US Secretary of the Interior of the building at 423 – 6<sup>th</sup> Street as a contributing (significant) building in the Historic Sixth Street Business District National Register Historic District;
- Common Council adopted 1999 Downtown Racine Development Plan from which the Downtown Area Design Review Commission (DADRC) was formed to ensure quality development in the Downtown area;
- Common Council adoption of the 2005 plan update titled the Racine Downtown Plan, Design Guidelines (the Plan, Pages 43 & 48);
- Zoning Ordinance Sec. 114-1080(4)(b) Signs, Prohibitions.

On June 7, 2018, through the authority described above, the DADRC approved a projecting sign for the business at 423 – 6<sup>th</sup> Street subject to the sign being externally illuminated. The applicant wishes to appeal the DADRC decision of June 7, 2018 and be allowed to install an internally illuminated projecting sign.

**The Design**

The proposed design illustrates a projecting sign that will be internally illuminated. The Downtown Design guidelines, the zoning ordinance, the historic designation of the building, and established standards of the DADRC dictate that the sign should be externally illuminated to maintain signage that is consistent and accurate to the historic character of the building and the National Register Historic District in which it is located.

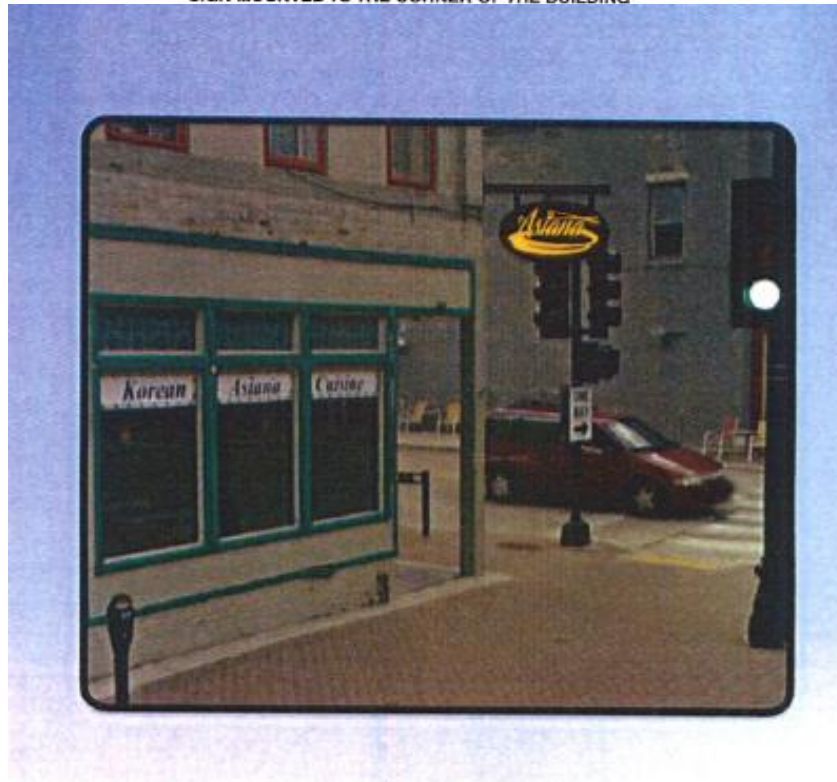
## PROPOSED SIGN



### ASIANA / BUILDING SIGN

ONE (1) DOUBLE SIDED, INTERNALLY ILLUMINATED FLAG MOUNTED SIGN  
6" DEEP ALUMINUM CABINET W/ MAP BLACK PAINTED FINISH  
ROUTED 1/8" ALUMINUM FACES BACKED W/ WHITE LEXAN  
SIGN INTERNALLY ILLUMINATED W/ WHITE LEDS

SIGN MOUNTED TO THE CORNER OF THE BUILDING



**EXAMPLE OF SIGN LIGHTING COMPLIANT WITH DOWNTOWN DESIGN GUIDELINES, THE ZONING ORDINANCE, THE HISTORIC DESIGNATION OF THE BUILDING, AND ESTABLISHED STANDARDS OF THE DADRC.**



**BUDGETARY IMPACT:**

None.

**RECOMMENDED ACTION:**

Recommend to the Common Council that the decision of the June 6, 2018 meeting of the DADRC be upheld.