



# 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,  
Molly Hall, Vincent Esqueda, Tony Veranth,  
Pastor Melvin Hargrove, Attorney Tom Durkin*

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Wednesday, March 30, 2016

4:15 PM

City Hall, Room 205

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#### Call To Order

*Alderman Wiser called the March 30, 2016 City Plan Commission meeting to order at 4:28 p.m.*

*Present: Alderman Dennis Wiser, Commissioner Tony Veranth, Commissioner Thomas Durkin, Commissioner Melvin Hargrove, Commissioner Molly Hall*

*Excused: Mayor John Dickert, Commissioner Molly Hall*

*Others Present: Matt Sadowski, Interim Director of City Development, Jill Johanneck, Associate Planner*

**PRESENT:** 7 - Vincent Esqueda, John Dickert, Melvin Hargrove, Molly Hall, Dennis Wiser, Tony Veranth and Tom Durkin

#### Approval of Minutes for March 9, 2016 City Plan Commission meeting.

*Commissioner Durkin moved to approve the minutes from the March 9, 2016 meeting. The motion was seconded by Commissioner Hargrove. The motion carried. Ayes - all.*

#### 0108-16

Subject: (Direct Referral) A request by Nicholas J. Infusino, representing Bill Moore & Associates Graphics, Inc. for exceptions to the Regency Mall Planned Development sign standards to permit signage exceeding the total square footage allowed for Ross Stores, Inc. (PC-16). (Res No. 0114-16)

Recommendation of the Plan Commission on 3/30/2016:

Recommends that the request by Nicholas J. Infusino, representing Bill Moore & Associates Graphics, Inc. for exceptions to the Regency Mall Planned Development sign standards to permit signage exceeding the total square footage allowed for Ross Stores, Inc. be approved subject to conditions.

Fiscal Note: N/A

**Attachments:** [Ross Store Sign Standard](#)  
[0108-16 Recommendations](#)

*Interim Director Matt Sadowski provided an overview of the request and analysis for existing mall signage for numerous tenants. The original sign request was*

re-analyzed with consideration to history of past signage for department store parcels and recently approved signage for larger tenants with exterior entrances. He stated mall owners have submitted some revised sign criteria which are currently under review. However, no comprehensive sign package has been established and no design standards for the mall development as a whole have been presented.

In working with the applicants and based on the aforementioned analysis, City Development staff presented a compromise to the sign standards to allow up to 150 square feet of signage on the south wall, with the "Dress for Less" tag line of channel letters being stacked adjacent to the "Ross" store name and allow up to 275 square feet of signage on the west wall above the store entrance. The applicants advised that they are satisfied with the recommendation.

Motion by Commissioner Hargrove to accept the above modifications to the sign standards for "Ross Dress for Less," subject to the information as presented and the preparation of standard conditions by City Development staff. The motion was seconded by Commissioner Durkin. The motion carried. Ayes - all.

#### **Recommended For Approval**

#### [0260-16](#)

Subject: (Direct Referral) Consideration of a conditional use request from Albino Saucedo, representing Rany Kong for a restaurant to occupy a portion of the building at 817 Main Street (PC-16). (Res No. 0115-16)

Recommendation of the Plan Commission on 3/30/2016:

Recommends that a conditional use request from Albino Saucedo, representing Rany Kong for a restaurant to occupy a portion of the building at 817 Main Street be approved subject to conditions.

Fiscal Note: N/A

**Attachments:**     [Saucedo 817 Main](#)  
                                 [0260-16 Recommendation](#)

Associate Planner Jill Johannek reviewed the request. An overview of the business, menu, tenant size and general operations was provided. The restaurant will offer dine-in, carry-out and delivery services. A summary of the property history and historical uses for the site dating back to 1972 were presented.

Public Hearing opened at 4:45 p.m.

1. William Michaels, 827 Lake Avenue. Spoke in opposition of the request, stating there are many vacancies further down Main Street available for restaurant uses.
2. Albino Saucedo, 815 College Avenue (applicant). Explained why he chose this site and would like the request approved.

Public Hearing closed at 4:53 p.m.

Discussion ensued. Commissioner Veranth requested the required wheel stops along the parking spaces adjacent to Main Street be allowed to be moved in the winter months, as they can be a hindrance to snow removal. City Development staff is in agreement with this modification to the condition.

*Motion by Commissioner Veranth to approve the request subject to conditions, with modification to condition that the wheel stops may be removed during the winter months for plowing. The motion was seconded by Commissioner Durkin. The motion carried. Ayes - all.*

**Recommended For Approval**

[0257-16](#)

Subject: (Direct Referral) Consideration of a conditional use request from Kenneth Brown for a ground floor residence in a B-4 Central Business District in the rear (western 40+/- feet) of the building located at 334 Main Street (PC-16). (Res No. 0116-16)

Recommendation of the Plan Commission on 3/30/2016:

Recommends that a conditional use request from Kenneth Brown for a ground floor residence in a B-4 Central Business District in the rear (western 40+/- feet) of the building located at 334 Main Street be approved subject to conditions.

Recommendation of the Plan Commission on 4/13/2016:

Recommend that the item be received and filed.

Fiscal Note: N/A

**Attachments:**     [Brown 334 Main](#)  
                                  [0257-16 Recommendations](#)

*Mr. Sadowski advised this address is the 'Eye Openerz' business located downtown. The eyeglass showroom and exam rooms will continue to occupy the front of the location, presenting the commercial storefront desirable in the B-4 District. The rear 40 +/- feet contains a residential main-level living unit. The upper floor contains space for one or two residential units. The property is located within the Downtown parking district where on-site parking is not required. Trash will be stored in the alley as with all businesses on the block. Findings of Fact were presented with City Development staff analysis being that the request can be supported subject to conditions.*

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

- 1. Ken Brown, 217 Gaslight Circle #85 (applicant) spoke in favor of the request.*
- 2. Alderman Henry Perez, 1017 Kentucky Street, spoken in favor of the request.*

*Public Hearing closed at 5:03 p.m.*

*Motion by Commissioner Durkin to approve the request subject to the conditions presented. The motion was seconded by Commissioner Esqueda. The motion carried. Ayes - all.*

**Recommended For Approval**

[0264-16](#)

Subject: (Direct Referral) Review of the proposed project plan, boundaries and creation of Tax Increment District No. 19 for the Uptown area.

Recommendation of the City Plan Commission for 3/20/2016: The proposed project plan, boundaries and creation of Tax Increment District No. 19 for the Uptown area be approved.

Fiscal Note: N/A

Attachments:     [Tax District 19 a](#)  
                          [Racine TID No. 19 Project Plan](#)

*Mr. Sadowski provided the Commissioner's report containing comments on the district, the foundation for the request for TID #19, discussion of the project plan, the areas and timing involved in creation of the TID, tasks of the Plan Commission and City Development staff recommendations.*

*Further information was presented related to the history of how the redevelopment site were designated, beginning with the 2035 Comprehensive Plan identifying Uptown as an area with "opportunity for development." Building on this, a document entitled, "Racine Economic Development Project Opportunities" was adopted in 2012. This plan prioritized 11 sites and the expanded Uptown area was designated as third of the eleven priority areas. This led to the adoption of the 2016 "Uptown Neighborhood Strategic Plan, which details development and redevelopment opportunities which would advance the goals of the plan. Without the adoption of TID #19, the goals of the Uptown plan and TID 19 will not be realized.*

*He explained how the Tax Increment works to generate funds for this designated area for application to projects within the designated area. This is not a tax increase, it is funded through the tax increment created over time with the increased value of properties with any additional monies being funneled into the TID. Mr. Sadowski reviewed several specific properties and possibilities to improve and enhance the area and noted the "but-for" test; which has identified that "but for" the approval of the TID, the re-development will not happen.*

*Todd Taves of Eler's & Associates is the financial consultant who helped create the financial analysis document for the TID. He gave a detailed analysis of topics presented in the project plan, specifically specific projects with the Uptown area, development assumptions, turning assumptions into potential revenues and cash flow projects. He stated the project is economically feasible and by 2042 all projects costs could be recovered.*

*Jolena Presti of Vandewalle & Associates discussed the "Proposed Improvements and Uses," pointing out that the ground steps have been laid out and the project implementation is moving forward which will benefit and all types of development and redevelopment within the Uptown area.*

*Public Hearing opened at 5:25 p.m.*

- 1. Alderman Henry Perez, 1017 Kentucky Street required and was provided clarification of how a TID works. Mr. Sadowski any tax increment created over time will be funneled into this TID, versus being spread over the entire City. This is not a tax increase for any property owners; it's a re-allocation of any tax increase which may normally occur into the designated TID area. Further clarification of TID's was provided to Alderman Perez. He continued to talk about tax increases.*
- 2. Tim Smith, 1901 Fairview Terrace spoke in opposition due to increased taxes.*
- 3. Nicole Christensen (for Mark Valade), 1541 S. Memorial Drive spoke in opposition due to increased taxes.*
- 4. Richard Kemper, 1509 Washington Avenue spoke in support and feels people do*

*not understand what a TID is and how it can help redevelopment efforts in the area. This is good for Uptown."*

*5. Dawn Martin, 1508 S. Memorial Drive. Asked questions if the TID money can help residential homes in disrepair. Mr. Sadowski discussed opportunities as outlined in the plan for these purposes, in addition to possibly being used to reconstruct alleys, provide street trees, etc. She asked further questions about low-income funds available. Mr. Sadowski stated the intent is to improve the area overall.*

*6. George Meyers, 11307 North Wisconsin Avenue had questions about how the TID works. Mr. Taves of Ehler's and Associates provided explanation.*

*7. Mary Guajardo, 2016 Sixteenth Street asked if this is about money available to improve and maintain homes with low-interest loans. Mr. Sadowski advised there is currently loan programs individuals can see assistance with, however, the intent of the TID is broader in scope, applying to the entire area for commercial, open space, infrastructure and housing. If there are violations on her property which she has been notified of, they need to be fixed.*

*8. Jeff Vitton, City Development - Housing Manager discussed future federal funding programs which may be available.*

*Public Hearing closed at 6:00 p.m.*

*Commissioner Hargrove summarized that even if it wasn't a TID, it would not stop property values from going up. With the TID, the amount or 'increment' of the tax increase gets allocated to the TID for improvements and redevelopment. If there were no TID, the increased taxes would go to the City as a whole. Commissioner Veranth inquired about the amount of commercial versus residential properties within the TID and about the flexibility of the funding being allocated proportionally to the different uses.*

*Motion by Commissioner Veranth that the Commission recommends to the Common Council that but of the creation of Tax Incremental District NO. 19 redevelopment of the Uptown area and listed projects would not occur and the project plan and boundaries for Tax Incremental District NO. 19 be approved. The motion was seconded by Commissioner Esqueda. The motion carried. Ayes - all.*

#### **Recommended For Approval**

[0268-16](#)

Subject: Consideration of designating proposed boundaries and approving a project plan for Tax Incremental District No. 19, City of Racine, Wisconsin. (Res No. 0156-16)

Recommendation of the Plan Commission for 3/30/2016: Designating proposed boundaries and approving a project plan for Tax Incremental District No. 19, City of Racine, Wisconsin that the resolution be approved.

Fiscal Note: Total project expenditures included in the TID-19 project plan total \$13,190,533.55 divided into several phases over the 22 year expenditure period. These TID-19 expenditures are anticipated to create approximately \$29,168,233.00 in estimated land and improvement values.

**Attachments:** [Racine TID No. 19 Project Plan 3rd DRAFT 2016-3-17](#)  
[TID 19 CC Resolution](#)  
[TID 19 Res 16-01](#)

*The Public Hearing for the Resolution was held concurrently with agenda items 0264-16. Staff recommends the resolution be adopted.*

*A motion by Commissioner Hargrove that that Resolution 1-01 be adopted. The motion was seconded by Commissioner Esqueda. The motion carried. Ayes - all.*

**Recommended For Approval**

[15-01056](#)

Subject: (Direct Referral) A request by Matt Richmond of Richmond Paints for a conditional use permit to operate an indoor painting and decorating contractor facility at 3402 Douglas Avenue. (PC-15)

Recommendation of the Plan Commission on 4/13/16: That this request be denied.

Fiscal Note: N/A

**Attachments:** [PH Notice - 3402 Douglas Avenue](#)  
[Attachment 15-01056](#)

*Ms. Johanneck advised this request is before the Commission as the applicant has been occupying the above building since late 2014, without a conditional use permit or an Occupancy Certificate. The informatoin provided by the applicant was reviewed for the Commission and an overview of the area and zoning was presented. Citations have been issued by the Building Inspection department and the court to get the issues rectified. City Development staff has worked at length for over a year to assist in the process with little cooperation or informaton from the applicant.*

*City Development staff analysis of the site, parking, access, illegal parking of vehicles and trailers, signage, trash enclosure requirements, lighting and general informaton was presented. Analysis was based on existing site conditoin and what information was provied by the applicant. Inadequate parking exists on the site, vehicles and trailers are being parked illegally. The applicant has stated he shares parking with the restaurant to the north, however, that site is under-parked and though encouraged to do so, no agreement to park on the WEPCO property to the west was sought by the applicant. An exception to allow nine (9) spaces where 32 are required is needed. Further, the northernmost space back into the adjoining lot and across-parking/access agreemet was requested, but not provided. Also, areas of the parking lot will need re-surfacing and/or sealing due to the deteriorating condition.*

*The applicant has stated he would share a dumpster with the restaurant, however, a dumpster is needed for this location, as it houses two (2) businesses and is required by code. Some of the lighting is exposed and needs shielding and all illegal signage and parking needs to cease. City Development staff reviewed the criterial for consideration of granting a Conditonal Use Permit and feels the criteria, if met, would allow the business to locate here.*

*Public Hearing opened at 6:36 p.m.*

1. Matt Richmond, applicant at 984 Hasting Court commented on the items and

*issues identified in the report. He stated, he did not receive the conditons for review prior to the meeting.*

*Public Hearing closed at 6:40 p.m.*

*Following some discussion, Commissioner Veranth advised the applicant he should take time to read the recommendation and undestand them, as they guide how his business will need to operate. The applicant agreed to the deferral to allow further review of the conditions. Mr. Sadowski advised the conditions are the result of review and work on this project over the last year and the applicant is aware of these issues. He has continued to operate with disregard to letters, emails, citations and the process.*

*The original motion to approve the project, subject to conditions, as made by Commissioner Hargrove and seconded by Commissioner Esqueda was withdrawn, then re-introduced by Commissioner Hargrove, with a recommendatoin for deferral. Commissioner Esqueda seconded the motion. The motion carried. Ayes - all.*

**Recommended For Approval**

### **Administrative Business**

*None.*

### **Adjournment**

*Alderman Wisner adjourned the meeting at 6:46 p.m.*