



City of Racine

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

Meeting Minutes - Final

Planning Heritage and Design Commission

Wednesday, September 23, 2020

4:30 PM

Virtually

Call To Order

Mayor Mason called the meeting to order at 4:32 p.m.

PRESENT: 6 - Mason, Jones, Martinez, Hefel, Jung and Peete

EXCUSED: 1 - Austin

Approval of Minutes for the August 26, 2020 Meeting.

A motion was made by Alder Jung, seconded by Commissioner Hefel, to approve the minutes from the August 26, 2020 meeting. The motion **PASSED** by a Voice Vote.

4:30 P.M. PUBLIC HEARINGS

[0635-20](#)

Subject: Request by Rosie Olle of Michael's Signs, agent for Heating and Cooling Solutions, for consideration of a conditional use permit to operate an electronic message sign at 2430 Lathrop Avenue. (PHDC-20)

Recommendation of the Planning, Heritage, and Design

Commission on 9-23-2020: That the request by Rosie Olle of Michael's Signs, agent for Heating and Cooling Solutions, for consideration of a conditional use permit to operate an electronic message sign at 2430 Lathrop Avenue be deferred so staff can review underlying issues with the current conditional use permit.

Recommendation of the Planning, Heritage, and Design

Commission on 10-28-2020: That the request by Rosie Olle of Michael's Signs, agent for Heating and Cooling Solutions, for consideration of a conditional use permit to operate an electronic message sign at 2430 Lathrop Avenue be approved, subject to conditions a. - g.

Fiscal Note: N/A

Attachments: [Review and Recommendation](#)
[Public Hearing Notice](#)
[Applicant Submittal](#)
[Site Visit Report](#)
[#0635-20 Resolution](#)

Associate Planner Jeff Hintz introduced the request and reviewed the zoning of the subject and adjacent properties, surrounding land uses and businesses, the public hearing notice map that was distributed to neighboring properties, the comprehensive land use designation for the site, and photos of the site and surrounding area. He stated the current use on the site is a heating and cooling business with a B2 zoning primarily on Lathrop Avenue and some residential surrounding. Hintz showed a rendering of the proposed electronic message sign and its proposed location and stated that it meets all of the requirements for electronic message signage. Hintz reviewed the application and business summary stating that the proposed signage is monument style, would be approximately 66 square feet in total size, and have a 16 square feet LED electronic display.

Hintz described the possible actions of the Commission and reviewed the required findings of fact for approval of conditional use permits. He stated no exceptions are being requested by the applicant and staff is recommending approval subject to the presented conditions a. – g.

Hintz explained that letters and statements were received by neighbors regarding the request and read a letter from William Pucci and duplicate letters signed by neighbors in opposition of the request.

Commissioner Martinez asked if research were done on the multiple violations cited in the letter read.

Mayor Mason asked staff to confirm whether or not the violations are present.

Planning Manager Matt Sadowski explained that the parking lot is in disrepair and the fencing on the site exists as it was approved. He stated he was not aware of a formal complaint regarding truck parking and the other violations mentioned. He stated the information would have to be verified.

In response to Commissioner Martinez, Sadowski gave a brief background on the site. He stated the proposed conditional use addresses that the new conditional use will not be granted until compliance with the original conditional use is met.

Commissioner Martinez and Alder Jones expressed the desire to research the potential for existing violations on the site before approving the proposed conditional use permit.

Mayor Mason stated that if the parking lot has not been replaced from the original conditional use permit, that he is not sure another one should be granted.

Brief discussion ensued.

Mayor Mason opened the public hearing at 4:54 p.m.

William Pucci, 4536 Garden Drive – business owner at 2424 Lathrop Avenue – spoke

in opposition of the request. He thanked the Commission for their time and referenced the letter that was written. He stated that his business abuts the applicant's business and explained the history of the building. He stated the 64 sq. ft. sign would be the first of its kind and stated there is elementary school crossing at the same corner and the street sees 4-5 serious accidents per year. He stated the building is not carrying its weight and the majority of the business is actually in Kenosha. He stated the business received the conditional use in 2011, 2 ½ years after occupying the building. He stated a warehouse was added and stated the business has not complied with the current regulations. He stated he has tried to contact the Mayor's Office, but that has failed as well.

Steve Prochaska, Michael's Signs, spoke regarding the request. He stated that they are the sign manufacturers and that 16 sq. ft. will make up the message center portion. He stated that the applicant, Todd, is cleaning up the property. He stated that he does not want to get involved with the issues with the neighbors. Prochaska stated that the conditional use issues are and should be met and the sign complies with the codes and setback requirements.

Mayor Mason closed the public hearing at 5:07 p.m.

Commissioner Martinez asked if the application fell within the guidelines for the Commission to be able to recommend deferral.

Hintz stated that, due to the length of the time between when the application was submitted and the Commission met, the applicant would have to consent to deferral.

Based on the discussion by Commission members, Mayor Mason suggested a motion to recommend deferral until staff can look at underlying issues. In response to Alder Jung, he stated the recommendation would go to the Common Council.

A motion was made by Commissioner Martinez, seconded by Alder Jones, to recommend deferral until staff can look at the underlying issues with the current conditional use permit. The motion PASSED by a Voice Vote.

[0636-20](#)

Subject: Request by Jodie Ruffalo of Woof Gang Rescue Inc. for consideration of a conditional use permit to operate a dog rescue intake facility at 1906 Melvin Avenue. (PHDC-20)

Recommendation of the Planning, Heritage, and Design

Commission on 9-23-2020: That based on the required findings of fact, the request by Jodie Ruffalo of Woof Gang Rescue Inc. for consideration of a conditional use permit to operate a dog rescue intake facility at 1906 Melvin Avenue be approved, subject to conditions a.-f.

Fiscal Note: N/A

Attachments: [Review and Recommendation](#)

[Public Hearing Notice](#)

[Applicant Submittal](#)

[#0636-20 Resolution](#)

Hintz introduced the request and reviewed the zoning of the subject and adjacent properties, surrounding land uses and businesses, the public hearing notice map that was distributed to neighboring properties, the comprehensive land use designation for the site, and photos of the site and surrounding area. He stated the property was a former wood and cabinet shop and is zoned I2. He stated he received comments from the surrounding property owners looking forward to having applicant as neighbors. Hintz explained the application and business summary. He stated they are relocating their operation from 1535 Layard Avenue and the use is not intended for a kennel, but an intake facility. He stated only dogs with a medical issue or timing issue related to adoption would be housed in the facility. Hintz described the possible actions of the Commission and reviewed the required findings of fact for approval of conditional use permits. He stated staff is recommending approval subject to conditions a. – f.

Mayor Mason opened the public hearing at 5:19 p.m.

Jodie Ruffalo, the applicant, spoke regarding the request. She stated they have been around for 4 ½ - 5 years and help 1200 dogs per year. She stated their current building is not safe and they are looking to purchase the property. She stated they spoke with the neighbors and everyone welcomed them and explained Woof Gang would not be doing anything different than at their Layard Avenue facility. She stated they provide community service for school children and they want to stay close to where they are.

Mayor Mason closed the public hearing at 5:22 p.m.

A motion was made by Alder Jung, seconded by Commissioner Hefel, to recommend approval of the request subject to conditions a. – f. The motion PASSED by a Voice Vote.

[0637-20](#)

Subject: Request by Kate Nor and Brooke Hesse of The Complete Experience for consideration of a conditional use permit to operate a mixed use building, adding a salon and personal care business, at 3801 Blue River Avenue. (PHDC-20)

Recommendation of the Planning, Heritage, and Design

Commission on 9-23-2020: That based on the findings of fact, the request by Kate Nor and Brooke Hesse of The Complete Experience for a conditional use permit to operate a mixed use building adding a salon and personal care business at 3801 Blue River Avenue be approved subject to conditions a. - g.

Fiscal Note: N/A

Attachments: [Review and Recommendation](#)
[Public Hearing Notice](#)
[Applicant Submittal](#)
[#0637-20 Resolution](#)

Hintz introduced the request and reviewed the zoning of the subject and adjacent properties, surrounding land uses and businesses, the public hearing notice map that was distributed to neighboring properties, the comprehensive land use designation for the site, and photos of the site and surrounding area. He stated the property is

industrially zoned and currently home to a CrossFit gym. Hintz showed the location of the salon within the building and provided the application and business summary. He stated that there will be five chairs for hairdressing, a yoga studio, massage therapy, and chiropractic services. Hintz described the possible actions of the Commission and reviewed the required findings of fact for approval of conditional use permits as they related to the request. Staff is recommending approval subject to conditions a. – g.

Mayor Mason opened the public hearing at 5:26 p.m.

Kate Nor, 6118 – 113th Avenue, Kenosha, the applicant, spoke regarding the request. She stated that she along with Brooke Hesse – the Cutting Edge – are looking to expand in Racine and will be adding massage therapy, yoga, and a hair salon to the location.

Mayor Mason closed the public hearing at 5:28 p.m.

A motion was made by Commissioner Hefel, seconded by Alder Jones, to recommend approval of the request subject to conditions a. – g. The motion PASSED by a Voice Vote.

[0653-20](#)

Subject: Request by Ronald and Charlotte Wheatley of My Father's House Property Management LLC for consideration of a conditional use permit to operate a dwelling unit below the second floor at 1358 Washington Avenue. (PHDC-20)

Recommendation of the Planning, Heritage, and Design

Commission on 9-23-2020: That the request by Ronald and Charlotte Wheatley of My Father's House Property Management LLC for a conditional use permit to operate a dwelling unit below the second floor at 1358 Washington Avenue be approved, subject to conditions a. - g.

Fiscal Note: N/A

Attachments: [Review and Recommendation](#)
 [Public Hearing Notice](#)
 [Applicant Submittal](#)
 [#0653-20 Resolution](#)

Hintz introduced the request and reviewed the zoning of the subject and adjacent properties, surrounding land uses and businesses, the public hearing notice map that was distributed to neighboring properties, the comprehensive land use designation for the site, and photos of the site and surrounding area. He stated there is a parking area in the back of the building and existing dwelling units on the property. He stated the Uptown Business Improvement District (Uptown BID) were notified of request. Hintz explained that the first floor would consist of a 1100 sq. ft. commercial space and a 720 sq. ft. dwelling unit; the property is zoned B2.

Hintz explained the application and business summary and reviewed the required findings of fact for approval of conditional use permits as they related to the request. He stated that, regarding finding #1, the unit would not be visible from the street and would be screened by the commercial use. He stated comments were received from

the Uptown BID requesting that the unit be rented as a live/work unit. Hintz stated that staff is recommending approval subject to conditions a. – g. Conditions c. and d. arose from discussions with the Uptown BID, he stated, they wanted to ensure something happened with the commercial space.

Mayor Mason opened the public hearing at 5:36 p.m.

Ronald Wheatley, 1356 Washington Avenue Apt. 3, the applicant, spoke regarding the request. He stated that he has been trying to open his tea shop for three years and was set back because of COVID. He thanked the Commission for their time.

Mayor Mason closed the public hearing at 5:38 p.m.

A motion was made by Commission Hefel, seconded by Commission Martinez, to recommend approval of the request subject to conditions a. – g. The motion PASSED by a Voice Vote.

END OF PUBLIC HEARINGS

[0647-20](#)

Subject: Request by Jamey Reid of Ayres Associates for approval of a certified survey map for the properties currently addressed as 1989, 2200, and 2301 Oakes Road. (PDHC-20)

Attachments: [Recommendation](#)
[Applicant Submittal](#)

Hintz showed the aerial photo for the request and explained that the proposed certified survey map will carve out more space for the building on the site. Hintz showed the proposed CSM and stated staff is recommending approval subject to conditions a. – h.

A motion was made by Alder Jung, seconded by Commissioner Hefel, to approve the request subject to conditions a. – h. The motion PASSED by a Voice Vote.

[0558-20](#)

Subject: Request by Dariel Taylor, representing Roots Residential AFH, LLC, seeking a conditional use permit to operate a daycare center at 1020 Washington Avenue. (PHDC-20)

Recommendation of the Planning, Heritage, and Design

Commission on 9-23-2020: That the request by Dariel Taylor, representing Roots Residential AFH, LLC, seeking a conditional use permit to operate a daycare center at 1020 Washington Avenue be denied.

Recommendation of the Planning, Heritage, and Design

Commission on 10-28-2020: That the request by Dariel Taylor, representing Roots Residential AFH, LLC, seeking a conditional use permit to operate a daycare center at 1020 Washington Avenue be approved subject to conditions a. - i.

Fiscal Note: N/A

Attachments: [Revised Plans](#)
[Letter in opposition](#)
[Review and Recommendation](#)
[Public Hearing Notice](#)
[Applicant Submittal](#)
[Additional Received Comments](#)
[#0558-20 Resolution](#)

Hintz reminded the Commission that this item was deferred from the last meeting where the public hearing was closed. He stated the item was deferred pending clarification of questions of the ordinance and the distance requirement.

City Attorney Scott Letteney explained objectively the application does not meet a. and d. of the requirements for daycare centers as it is closer than 250 feet to a signalized intersection. He stated the first requirement is mandatory and while the last requirement is not mandatory, there needs to be a very good reason and be very specific to the findings as to why it is being modified. He stated waiving the requirements should not be something that is taken lightly. He stated the Common Council put standards into place to recognize all daycares in the city and there is a reason the standards exist – they provide consistency and predictability. He stated following the standards of the ordinance protects the city.

Brief discussion ensued regarding the ordinance.

A motion was made by Alder Jung, seconded by Commissioner Hefel, to recommend denial of the request based on the legal argument given. The motion PASSED by a Voice Vote with Alder Jones abstaining.

[0645-20](#)

Subject: Request by Rosie Olle of Michael's Signs for review and approval of signage at 216 - 6th Street, State Farm. (PHDC-20)

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

Hintz showed a rendering of the signage requested for the site. He stated the signage was similar to Asiana with the difference being the shape of the sign. Hintz stated the sign was pedestrian oriented and complied with the goals of the historic district and the downtown. Hintz showed photos of the site and surrounding area and described the possible actions of the Commission. He stated staff is recommending approval subject to conditions a. – e.

Mayor Mason stated it was nice to see that type of sign style take over the downtown area and commended staff for their work.

A motion was made by Alder Jones, seconded by Commissioner Martinez, to approve the request subject to conditions a. – e. The motion PASSED by a Voice Vote with Alder Jung abstaining.

[0649-20](#)

Subject: Request by Fastsigns of Racine for review and approval of

signage at 240 Main Street, TeajaVu's on Main. (PHDC-20)

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

Hintz showed a rendering of the sign being requested as well as photos of the site and surrounding area. He explained the possible actions of the Commission and stated staff is recommending approval subject to conditions a. – d.

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

Adjournment

There being no further business, the meeting adjourned at 6:02 p.m.