



# City of Racine

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

## Meeting Minutes - Final

### City Plan Commission

*Mayor Cory Mason*  
*Mario Martinez*  
*Christina Hefel*  
*Marvin Austin*  
*Alderman Jason Meekma*  
*Trevor Jung*  
*Sam Peete*

---

Wednesday, September 12, 2018

5:00 PM

City Hall, Room 205

---

#### Call To Order

*Mayor Mason called the meeting to order at 5:00 p.m.*

**PRESENT:** 6 - Cory Mason, Mario Martinez, Marvin Austin, Jason Meekma, Trevor Jung and Sam Peete

**EXCUSED:** 1 - Christina Hefel

#### Approval of Minutes for the July 25, 2018 Meeting

A motion was made by Commissioner Jung, seconded by Commissioner Peete, to approve the minutes of the July 25, 2018 meeting. The motion PASSED by a Voice Vote.

#### 5:00 P.M. PUBLIC HEARINGS

##### [0940-18](#)

**Subject:** (Direct Referral) A request from Turner Morris of Filling the Void Childcare Center, seeking a conditional use permit to operate a group daycare center in an existing building at 3921 Olive Street. (PC-18) (Res. 0294-18)

**Recommendation of the City Plan Commission on 9-12-18:** That based on the findings of fact, the request from Turner Morris of Filling the Void Childcare Center seeking a conditional use permit to operate in an existing building at 3921 Olive Street be approved, subject to the following conditions:

- a. That the plans presented to the Plan Commission on September 12, 2018 be approved subject to the conditions contained herein.
- b. That all of the following development standards be complied with prior to occupancy:
  1. Fencing on site be complaint with Sec. 114-761; and
  2. Rubbish and trash storage, which is not chain link with slats, be installed and compliant with Sec. 114-740; and

3. Privacy screening, which is not chain link with slats, as required by Sec. 114-450 (b) be installed; and
  4. Transitional yard as required by Sec. 114-450 (b) be installed; and
  5. Site be landscaped and maintained as required by Sec. 114-743; and
  6. Parking area meet all requirements of Sec. 114-Article XI.
- c. That if, prior to the issuance of an Occupancy Permit, required site improvements listed in "b" above have not been or cannot be completed, a financial surety shall be provided to the City. The surety shall be in a format as approved by the City Attorney's office, and subject to all stipulations as identified for financial sureties in the City of Racine. The dollar amount shall be determined at the time of application based upon estimates provided by the applicants for any incomplete work, and shall be valid for no less than one (1) year from the date of issuance. The surety format and content is subject to review and approval by the City Attorney.
  - d. That hours of operation are 24 hours a day.
  - e. That all codes and ordinances are complied with and required permits acquired.
  - f. That no minor changes be made from the conditions of this permit without approval of the Plan Commission, and no major changes be made from the conditions of this permit without the approval of the Common council.
  - g. That this conditional use permit is subject to Plan Commission review for compliance with the listed conditions.

**Fiscal Note:** N/A

**Attachments:**    [3921 Olive St. Review & Recommendations](#)  
                              [3291 Olive St. Applicant Submittal](#)  
                              [3921 Olive St. Public Hearing Notice](#)

*Mayor Mason opened the Public Hearing at 5:02 p.m.*

*Associate Planner Jeff Hintz explained the request and reviewed the zoning of the subject and adjacent properties, surrounding land uses and businesses, the comprehensive land use designation for the property, and photos of the site and surrounding area. He stated the applicants are requesting to use the space for a daycare to provide childcare during 1st, 2nd, and 3rd work shifts for 25-35 children per shift. He stated certain site improvements would be required and the parking area would need to be brought up to city standards. He explained the possible actions of the Commission and stated, based on the findings of fact, staff is recommending approval.*

*The applicants, Turner Morris, Lisa Morris, and Shietiecha Mitchell, presented their request. They explained the goal of the childcare and gave information regarding their experience.*

*In response to Mayor Mason, Lisa Morris stated they are working with the state to*

receive all of their certifications.

Warren Chapman, 4000 Olive Street, explained his concerns with the traffic, parking on the site, and with the facility being 24 hours. He stated the last time a childcare was at the site, staff parked in front of residences.

In response to Chapman, Hintz stated the driveway space will need to be widened and there is space on the site to add additional parking. He stated that children drop-off and pickup will need to occur on the property. He explained the intent of the B1 district is to serve the neighborhood. He explained there are several conditions that would need to be complied with prior to the applicant receiving an occupancy permit.

Alderman Meekma stated he has received concerns from the surrounding residences.

Commissioner Martinez asked why the residents were opposed to the facility.

Chapman stated the neighborhood had issues with a prior tenant and when their concerns were voiced, no action was taken.

Alderman Meekma expressed the importance of giving new businesses an opportunity to produce a quality establishment. He stated he will be keeping an eye on the business for the residents.

Public Hearing Closed at 5:40 p.m.

**A motion was made by Commissioner Martinez, seconded by Commissioner Jung, to recommend approval of the request subject to conditions a-g. The motion PASSED by a Voice Vote.**

[0941-18](#)

**Subject:** (Direct Referral) A request from Michael's Signs Inc., authorized agent for the City of Racine, seeking a conditional use permit to place an electronic message sign at the southwest corner of the property at 501 Lake Avenue. (PC-18) (Res. 0295-18)

**Recommendation of the City Plan Commission on 9-12-18:** That based on the findings of fact, the request from Michael's Signs, authorized agent for the City of Racine, seeking a conditional use permit to allow an electronic message sign at the southwest corner of the property at 501 Lake Avenue be approved, subject to conditions:

- a. That the plans presented to the Plan Commission on September 12, 2018 be approved subject to the conditions contained herein.
- b. That the EMS be operated in accordance with the following provisions:
  1. That the EMS have a panel installed which will reduce the overall size of each panel to 25 square feet or electronic portions of signage be reduced to be less than 50 square feet in total.
  2. Maximum brightness levels for electronic or digital display signs shall not exceed 5000 nits when measured from the sign's face at its maximum brightness, between sunrise and sunset, as determined by the National Weather Service.
  3. Maximum brightness levels for electronic, digital display signs shall

not exceed 500 nits when measured from the sign's face at its maximum brightness, between sunset and sunrise, as determined by the National Weather Service.

4. Each message change shall be accomplished in one second or less, and each message shall remain in a fixed position for a minimum of 12 seconds.

5. The use of scrolling, flashing, blinking, chasing, or traveling lights, videos, or similar animation is prohibited except during message changes.

6. A maximum of four lines for electronic messages are allowed per sign face. Lettering height shall be no more than four (4) inches in height.

c. That all codes and ordinances are complied with and required permits acquired.

d. That no minor changes be made from the conditions of this permit without approval of the Plan Commission, and no major changes be made from the conditions of this permit without the approval of the Common council.

e. That this conditional use permit is subject to Plan Commission review for compliance with the listed conditions.

**Fiscal Note:** N/A

**Attachments:** [501 Lake Ave. Review & Recommendations](#)  
[501 Lake Ave. Applicant Submittal](#)  
[501 Lake Ave. Public Hearing Notice](#)

*Public hearing opened at 5:43 p.m.*

*Associate Planner Jeff Hintz explained the request and reviewed the zoning of the subject and adjacent properties, surrounding land uses and businesses, the comprehensive land use designation for the property, and photos of the site and surrounding area. He stated the request is within the Downtown Area Design Review area and was recommended for approval by that Commission. Hintz showed the location of the sign on the property, the sign plan, and explained the development standards. He stated 50 sq. ft. is allowed and 40 sq. ft. is being proposed – only the static changeable portion of the sign is requested to be changed. Based on the findings of fact, staff is recommending approval subject to conditions.*

*In response to Alderman Meekma, Assistant Director Matt Sadowski stated that the sign requested at the previous meeting for Asiana was in a Historic District on 6th Street. He explained this sign is not in the historic district and will not be visible from 6th Street.*

*Steve Prochaska, Michael's Signs, stated the current sign is perimeter illuminated and manual changed and the request is centered on a maintenance issue. He stated he was available to answer any questions.*

*Public Hearing closed at 5:53 p.m.*

**A motion was made by Alderman Meekma, seconded by Commissioner Peete, to recommend approval of the request subject to conditions a.-e. The motion**

**PASSED by a Voice Vote.**

[0942-18](#)

**Subject:** (Direct Referral) A request from Michael's Signs Inc., authorized agent for All Saints Medical Center Inc., seeking a major amendment to an existing conditional use permit for a Planned Development at 1320 Wisconsin Avenue for changes to signage in style, design, and to continue the sizing to exceed the current maximum of signage for the property. (PC-18) (Res. 0296-18)

**Recommendation of the City Plan Commission on 9-12-18:** That based on the findings of fact, the request from Michael's Signs Inc., authorized agent for All Saints Medical Center Inc, for a major amendment to an existing conditional use permit for a planned development at 1320 Wisconsin Avenue for changes to signage in style, design, and to continue the sizing to exceed the current maximum of signage for the property be approved subject to the following conditions:

- a. That the plans presented to the Plan Commission on September 12, 2018 be approved subject to the conditions contained herein.
- b. That this submittal be identified as the signage plan for the site and that future signage in these locations be approved when signage is being refaced or replaced and not exceeding a total of 740 square feet of advertising signage for the total campus.
- c. That all codes and ordinances are complied with and required permits acquired.
- d. That no minor changes be made from the conditions of this permit without approval of the Plan Commission, and no major changes be made from the conditions of this permit without the approval of the Common council.
- e. That this conditional use permit is subject to Plan Commission review for compliance with the listed conditions.

**Fiscal Note:** N/A

**Attachments:** [1320 Wisconsin Ave. Review & Recommendations](#)  
[1320 Wisconsin Ave. Applicant Submittal](#)  
[1320 Wisconsin Ave. Public Hearing Notice](#)

*Public Hearing opened at 5:55 p.m.*

*Associate Planner Jeff Hintz explained the request and reviewed the zoning of the subject and adjacent properties, surrounding land uses and businesses, the comprehensive land use designation for the property, and photos of the site and surrounding area. The property is zoned O/I Office/Institutional and the hospital is looking to rebrand itself. Hintz described the location of the signage and the possible actions of the Commission. Based on the findings of fact, staff is recommending approval.*

*Steve Prochaska, Michael's Signs, described the project. He stated no new signage additions are being requested.*

*Public Hearing closed at 6:01 p.m.*

**A motion was made by Commissioner Jung, seconded by Alderman Meekma, to recommend approval of the request subject to conditions a.-e. The motion PASSED by a Voice Vote.**

[0943-18](#)

**Subject:** (Direct Referral) A request from Michael's Signs Inc., authorized agent for All Saints Medical Center Inc., seeking a major amendment to an existing conditional use permit for a Planned Development at 3801 Spring Street for changes to signage in style, design, and to continue the sizing to exceed the current maximum of signage for the property. (PC-18) (Res. 0297-18)

**Recommendation of the City Plan Commission on 9-12-18:** That based on the findings of fact, the request from Michael's Signs Inc., representing All Saints Medical Center Inc., seeking a major amendment to an existing conditional use permit for a Planned Development at 3801 Spring Street for changes to signage in style, design, and to continue the sizing to exceed the current maximum of signage of the property be approved subject to the following conditions:

- a. That the plans presented to the Plan Commission on September 12, 2018 be approved subject to the conditions contained herein.
- b. That this submittal be identified as the signage plan for the site and that future signage in these locations be approved when signage is being refaced or replaced and not exceeding a total of 254 square feet of advertising signage for the total campus.
- c. That all codes and ordinances are complied with and required permits acquired.
- d. That no minor changes be made from the conditions of this permit without approval of the Plan Commission, and no major changes be made from the conditions of this permit without the approval of the Common council.
- e. That this conditional use permit is subject to Plan Commission review for compliance with the listed conditions.

**Fiscal Note:** N/A

**Attachments:** [3801 Spring St. Review & Recommendations](#)  
[3801 Spring St. Applicant Submittals](#)  
[3801 Spring St. Public Hearing Notice](#)

*Public Hearing opened at 6:03 p.m.*

*Associate Planner Jeff Hintz explained the request and reviewed the zoning of the subject and adjacent properties, surrounding land uses and businesses, the*

*comprehensive land use designation for the property, and photos of the site and surrounding area. The property is zoned O/I Office/Institutional and the hospital is looking to rebrand itself. Hintz described the location of the signage and stated there is a sign on the property that is located in Mt. Pleasant that the city will review as part of the PUD for the property. Based on the findings of fact, staff is recommending approval.*

*Steve Prochaska, Michael's Signs, described the project. He stated no new signage additions are being requested.*

*Public Hearing closed at 6:07 p.m.*

**A motion was made by Commissioner Jung, seconded by Commissioner Martinez, to recommend approval of the request subject to conditions a.-e. The motion PASSED by a Voice Vote.**

[0944-18](#)

**Subject:** (Direct Referral) A request from Samantha Bardales seeking a major amendment to an existing conditional use permit to add used automobile sales in conjunction with an existing automobile service operation at 2042 Lathrop Avenue. (PC-18) (Res. 0298-18)

**Recommendation of the City Plan Commission 9-12-18:** That based on the findings of fact, the request from Samantha Bardales seeking a major amendment to a conditional use permit to add used automobile sales in conjunction with an existing automobile service operation 2042 Lathrop Avenue be approved, subject to the following conditions:

- a. That the plans presented to the Plan Commission on September 12, 2018 be approved subject to the conditions contained herein.
- b. That all of the following development standards be complied with prior to occupancy:
  1. Fencing on site be complaint with Sec. 114-761; and
  2. Privacy screening, which is not chain link with slats, as required by Sec. 114-450 (b) be installed; and
  3. Transitional yard as required by Sec. 114-450 (b) be installed; and
  4. Site be landscaped and maintained as required by Sec. 114-743; and
  5. Parking areas meet all requirements of Sec. 114-Article XI; and
  6. Landscaping strip and plantings around existing pole sign on the property be installed as required in previous conditional use file # 05-1138.
- c. That if, prior to the issuance of an Occupancy Permit, required development standards listed in "b" above have not been or cannot be completed, a financial surety shall be provided to the City. The surety shall be in a format as approved by the City Attorney's office, and subject to all stipulations as identified for financial sureties in the City of Racine. The dollar amount shall be determined at the time of application based upon estimates provided by the applicants for any incomplete work, and shall be valid for no less than one (1) year from the date of issuance. The



- surety format and content is subject to review and approval by the City Attorney.
- d. That vehicles for sale be limited to five (5) and shall be parked at the rear of the property at all times, as to not block required parking for the businesses on the lot.
  - e. That sales of vehicles be limited to passenger vehicles and shall not include commercial trucks, buses, vans or any vehicle with more than two axles.
  - f. That the use of streamers, balloons, feather signage, inflatable signage and other temporary banners advertising the sale of passenger vehicles is prohibited.
  - g. That the parking lot will be adequately striped and arrowed to indicate traffic flow and signage indicating dedicated /exclusive parking spaces for each business.
  - h. That all codes and ordinances are complied with and required permits acquired.
  - i. That no minor changes be made from the conditions of this permit without approval of the Plan Commission, and no major changes be made from the conditions of this permit without the approval of the Common council.
  - j. That this conditional use permit is subject to Plan Commission review for compliance with the listed conditions.

**Fiscal Note:** N/A

**Attachments:**     [2042 Lathrop Ave. Review & Recommendations](#)  
                                 [2042 Lathrop Ave. Applicant Submittals](#)  
                                 [2042 Lathrop Ave. Public Hearing Notice](#)

*Public Hearing opened at 6:09 p.m.*

*Associate Planner Jeff Hintz explained the request and reviewed the zoning of the subject and adjacent properties, surrounding land uses and businesses, the comprehensive land use designation for the property, and photos of the site and surrounding area. He explained the site and floor plans for the request and stated the parking lot needs to be sealed and striped and explained other improvements to the property that would be required. Based on the findings of fact, staff is recommending approval subject to conditions.*

*Chris Welch, 2030 Lathrop Avenue, stated he was concerned with the parking lot maintenance and sees the potential additional traffic and customers driving onto their property as a concern. He stated currently there is a car for sale that has been on the property for 30 days.*

*Kristine Welch, 2030 Lathrop Avenue, stated she has received complaints from her customer regarding the aesthetics of the property. She expressed concern over where the new cars and clients would park and showed a photo to the Commission of cars that were parked at the site for more than 30 days.*

*Discussion between Hintz, the Commission and Chris and Kristine Welch ensued*



regarding the parking of the cars for sales and the existing conditional use permit for the site. Hintz stated that junk vehicles or parking of vehicles for more than 30 days are not allowed on the property per the existing conditional use permit, this is an amendment to the current conditional use. He stated that the parking at the rear of the building will be used for cars and would need to be striped.

Samantha Bardales, the applicant, explained her request. She stated that the current business belongs to her father and they have no issues with parking the cars in the rear of the building. She stated they are trying to figure out a way to get rid of the cars currently on the property – clients still have to pay. Most of the sales of vehicles would be done online.

In response to Commissioner Peete, Hintz stated the property is required to have 29 parking spaces. There are 28 spaces now and that does not include the available space in the rear of the building.

Discussion ensued about snow removal and parking lot maintenance.

Public Hearing closed at 6:32 p.m.

Commissioner Jung suggested adding a condition j. to help with the traffic flow on the property with the neighboring business.

**A motion was made by Commissioner Jung, seconded by Commissioner Peete, to recommend approval of the request subject to conditions with an added condition j. to require that traffic flow lines and signage indicating dedicated parking spaces for each business be added. The motion PASSED by a Voice Vote.**

[0945-18](#)

**Subject:** (Direct Referral) A request from Luis Bautista of L-A Tires LLC seeking a major amendment to an existing conditional use permit to add used automobile sales in conjunction with the existing automobile service operation at 1304 Douglas Avenue. (PC-18) (Res. 0299-18)

**Recommendation of the City Plan Commission 9-12-18:** That based on the findings of fact, the request from Luis Bautista of L-A Tires LLC seeking a major amendment to an existing conditional use permit to add used automobile sales in conjunction with the existing automobile service operation at 1304 Douglas Avenue be approved subject to the following conditions:

- a. That the plans presented to the Plan Commission on September 12, 2018 be approved subject to the conditions contained herein.
- b. That all of the following development standards be complied with prior to occupancy:
  1. Site be landscaped and maintained as required by Sec. 114-743; and
  2. Trash enclosure be repaired to comply with Sec. 114-740; and
  3. Parking area meet all requirements of Sec. 114-Article XI.
- c. That if, prior to the issuance of an Occupancy Permit, required development standards listed in “b” above have not been or cannot be

completed, a financial surety shall be provided to the City. The surety shall be in a format as approved by the City Attorney's office, and subject to all stipulations as identified for financial sureties in the City of Racine. The dollar amount shall be determined at the time of application based upon estimates provided by the applicants for any incomplete work, and shall be valid for no less than one (1) year from the date of issuance. The surety format and content is subject to review and approval by the City Attorney.

d. That vehicles for sale be limited to three (3) and shall be parked at the rear of the property at all times, as to not block required parking for the businesses on the lot.

e. That sales of vehicles be limited to passenger vehicles and shall not include commercial trucks, buses, vans or any vehicle with more than two axles.

f. That the use of streamers, balloons, feather signage, inflatable signage and other temporary banners advertising the sale of passenger vehicles is prohibited.

g. That all codes and ordinances are complied with and required permits acquired.

h. That no minor changes be made from the conditions of this permit without approval of the Plan Commission, and no major changes be made from the conditions of this permit without the approval of the Common council.

i. That this conditional use permit is subject to Plan Commission review for compliance with the listed conditions.

**Fiscal Note:** N/A

**Attachments:**     [1304 Douglas Ave. Review & Recommendations](#)  
                                  [1304 Douglas Ave. Applicant Submittal](#)  
                                  [1304 Douglas Ave. Public Hearing Notice](#)

*Associate Planner Jeff Hintz explained the request and reviewed the zoning of the subject and adjacent properties, surrounding land uses and businesses, the comprehensive land use designation for the property, and photos of the site and surrounding area. He stated that the lot needs to be cleaned and striped and the enclosure needs some minor repairs. He stated the applicant is requesting to be open from 8:00 a.m.-6:00 p.m. and to sell three vehicles. Based on the findings of fact, staff is recommending approval subject to conditions.*

*Public Hearing opened at 6:43 p.m.*

*Ed Malacara represented the applicant and asked for clarification regarding condition b and the fencing on the property. He stated all of the other issues were being addressed.*

*Hintz clarified that it was referring to the trash enclosure on the property.*

*Public Hearing closed at 6:45 p.m.*

A motion was made by Alderman Meekma, seconded by Commissioner Peete, to recommend approval of the request subject to conditions a.-i. The motion PASSED by a Voice Vote.

## END OF PUBLIC HEARINGS

[0946-18](#)

**Subject:** (Direct Referral) A request from Tara Sherry, agent for SC Johnson & Son, seeking a minor amendment to a conditional use permit for the campus commonly addressed as 1525 Howe Street for the demolition and reconstruction of two building sections addressed as 1104 - 16th Street. (PC-18)

**Attachments:** [1104 - 16th St. Review & Recommendations](#)  
[1104 - 16th St. Applicant Submittal](#)

*Associate Planner Jeff Hintz explained the request and reviewed the zoning of the subject and adjacent properties, surrounding land uses and businesses, the comprehensive land use designation for the property, and photos of the site and surrounding area. HE stated the request is a minor amendment because there is no change in the footprint or use of the property. Hintz showed a rendering of the project. Based on the findings of fact, staff is recommending approval subject to conditions.*

*Julie Branick, SC Johnson, explained the request. She stated SCJ was going to be doing an upgrade to the west side of the campus to include a new façade, meeting areas, and office space.*

*Mayor Mason stated SCJ was an important part of the history of the City.*

*Commissioners expressed their excitement for the renovations.*

**A motion was made by Alderman Meekma, seconded by Commissioner Jung, to approve the request subject to conditions a.-e. The motion PASSED by a Voice Vote.**

## Adjournment

*There being no further business, the meeting adjourned at 6:54 p.m.*