



# City of Racine

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

## Meeting Agenda - Final City Plan Commission

*Alderman Dennis Wiser  
Mayor John Dickert  
Molly Hall  
Elaine Sutton Ekes  
Vincent Esqueda  
Tony Veranth  
Pastor Melvin Hargrove*

---

Wednesday, August 27, 2014

4:15 PM

City Hall, Room 205

---

**PROCEDURAL NOTE:** While action on items typically proceeds in the order in which they appear on the agenda, certain items may be postponed to allow the start of public hearings at the published time of 4:30 p.m. Following the public hearings, the Plan Commission will resume action on postponed items.

### Call To Order

### Approval of Minutes for the August 13, 2014 Meeting

#### 14-10441

**Subject:** Communication from the Alderman of the 15th District requesting referral to the City Plan Commission a request to amend Section 114-1038 of the Municipal Code to eliminate restrictions on signs in windows.

**Recommendation of the City Plan Commission on 8-13-14:** That the item be received and filed.

**Recommendation of the Common Council on 8-19-14:** That the item be referred to the City Plan Commission, to repeal and recreate Sec. 114-1038(c) of the Municipal Code of the City of Racine in its entirety as follows: "No restrictions shall be placed on street level facade window signage".

**Fiscal Note:** N/A

#### 14-10313

**Subject:** (Direct Referral) Amendments to the sign ordinance: walk-up establishments and roof signs. (PC-14) (Ord. No. 11-14)

**Recommendation of the City Plan Commission on 7-30-14:** That an ordinance be prepared and a public hearing scheduled.

**Fiscal Note:** N/A

**Ord.11-14** Ordinance 11-14

To amend and create subsections of Sec. 114-1028 and to repeal and recreate portions of section 114-1038, of the Municipal Code of the City of Racine, Wisconsin.

The Common Council of the City of Racine, Wisconsin, do ordain as follows:

Part 1: Amend subsection (e) of Sec. 114-1028 by inserting at the beginning of that subsection before the word “No” the words “Unless otherwise permitted in this section,” and then revising the word “No” to “no.”

Part 2: The following subsection shall be created in Sec. 114-1028 of the Municipal Code of the City of Racine to read as follows:

“(i) In an area bounded by the Root River to the north and west, Sam's River Road to the east, and Water Street to the south, roof signs may be permitted but are subject to the following allowances:

1. One such sign per building by right and only displaying one name (*i.e.* the name of the major tenant, or the development or building name). The applicant shall submit an application and supporting materials to the Downtown Area Design Review Commission for review and approval.
2. Two such signs may be permitted per building if a conditional use permit is first obtained. Prior to the review of the Plan Commission, the applicant shall submit an application and supporting materials to the Downtown Area Design Review Commission for review and recommendation.
3. Roof signs shall be composed of individual letters, internally or externally illuminated. No flashing, traveling, animation, scrolling, pulsing, or intermittence of the message or figures is permitted.
4. Roof signs shall not extend more than 10 feet above the average height of the roof surface.
5. Total roof sign square footage shall be calculated in accordance with the standards of the zoning district in which it is located. The total square footage of all roof signage on a building shall not exceed this number.
6. Roof signage described in Sec 114-1028(i) shall be calculated independently of signage which is otherwise permitted in the zoning district.”

Part 3: To repeal and recreate Sec. 114-1038 (c) (1) of the Municipal Code of the City of Racine as follows: “No more than an aggregate

area equaling 25% of all street level street façade windows may be covered by window signage.”

Part 4: To repeal and recreate Sec. 114-1038 (c) (3) of the Municipal Code of the City of Racine as follows: “To calculate the amount of window signage allowed, measure the area of all the street level street façade window sections and multiply by 0.25. This calculation will provide the amount of window signage allowed. (For example: two street level street façade windows measuring 10 feet by 10 feet would equal 200 square feet of window area. Multiply 200 by 0.25, and the allowed window signage could total up to 50 square feet. This amount of signage may be applied to both windows, or one window, as long as the total amount of window signage does not exceed 50 square feet).”

Part 5: To repeal and recreate Sec. 114-1038 (c) (5) of the Municipal Code of the City of Racine as follows: “Signage allocations shall not be calculated by including other building elevations or facades that are not street level street façade. Signage allocations shall not be shared or transferred between businesses occupying separate tenant spaces or buildings.”

Part 6: This ordinance shall take effect upon passage by a majority vote of the members-elect of the City Common Council and publication or posting as required by law.

Passed by the Common Council:

\_\_\_\_\_  
Approved:

\_\_\_\_\_  
Mayor

Attest:

\_\_\_\_\_  
City Clerk

Fiscal Note: N/A

**14-10373**

**Subject:** Communication from the Alderman of the 6th District requesting to rescind the fee associated with an individual's request to file a zoning variance - Section 114-111 of the Municipal Code of the City of Racine, Resolution 08-0684. (Res. No. 14-0317)

**Recommendations of the Public Works and Services Committee on**

**07-29-14:** That the fees associated with an individual's request to file a zoning variance - Section 114-111 of the Municipal Code of the City of Racine, Resolution 08-0684, be rescinded.

**Fiscal Note:** There will be a reduction in revenue to the general fund.

**Attachments:** [14-10373 File Zoning Variance](#)  
[14-10373 File Zoning Variance](#)  
[14-10373 Res.08-0684](#)

**Res.14-0317** Rescind Fees Associated With an Individual's Request to File a Zoning Variance - Section 114-111

Resolved, that the fees associated with an individual's request to file a zoning variance - Section 114-111 of the Municipal Code of the City of Racine, Resolution 08-0684, is to be rescinded.

Fiscal Note: N/A

**Ord.10-14** Ordinance 10-14

To amend Sec. 114-36 Penalty for violation of chapter, of the Municipal Code of the City of Racine, Wisconsin.

The Common Council of the City of Racine, Wisconsin, do ordain as follows:

Part 1: Amend Sec. 114-36 by inserting before the current paragraph, the following:

“Inspection fee for the first inspection shall not apply. If no violations of the Zoning Code are found, the case will be closed, and no further action will be taken. If violations are found to exist, the property owner will be issued an order to correct violations within thirty (30) days. If upon re-inspection the violations have been corrected, the case will be closed, and no further action will be taken. If upon re-inspection the violations are found to still exist, the property owner will be assessed an inspection fee of One Hundred Fifty Dollars (\$150.00). If the violations continue after re-inspection, the property owner may be subject to a citation being issued for the violations. The property owner may also be subject to their Conditional Use Permit and/or Occupancy Certificate being revoked.

Part 2: This ordinance shall take effect upon passage by a majority vote of the members-elect of the City Common Council and publication or posting as required by law.

Passed by the Common Council:

\_\_\_\_\_  
Approved:

\_\_\_\_\_  
Mayor

Attest:

\_\_\_\_\_  
City Clerk

Fiscal Note: N/A

**4:30 P.M. PUBLIC HEARINGS****4:30 P.M. PUBLIC HEARINGS****14-10429**

**Subject:** Request regarding the proposed establishment of the project plan, boundaries and creation of Tax Incremental District No. 18.

**Attachments:** [TID 18 Creation 001](#)  
[Racine TID No 18 Project Plan 3rd DRAFT Water Mark 2014-8-12](#)  
[TID Public Hearing Notice](#)

*Reviewer: Matt Sadowski, Assistant Director of City Development*

*Recommendation: Approval, subject to conditions.*

**14-10507**

**Subject:** Consideration of Resolution No. 14-01 designating proposed boundaries and approving a project plan for Tax Incremental District No. 18, City of Racine, Wisconsin.

**14-10501**

**Subject:** (Direct Referral) Request by Racine Riverside Marine, Inc. for conditional use approval to utilize space and buildings for boat storage and repair at 1028 Douglas Avenue.

**Attachments:** [PH Notice - 1028 Douglas Ave](#)

*Reviewer: Jill Johanneck, Associate Planner*

*Recommendation: Approval, subject to conditions.*

*Agendas sent to: Brad Strand (Racine Riverside Marina) and Alderman Kaplan.*

**14-10502**

**Subject:** (Direct Referral) Request by Adams Outdoor Advertising for a major amendment to the Regency Mall Planned Development to erect a billboard at 5200 Durand Avenue.

**Attachments:** [PH Notice - 5200 Durand Avenue](#)

*Reviewers: Matt Sadowski, Assistant Director of City Development*

*Jill Johanneck, Associate Planner*

*Recommendation: Denial*

*Agendas to: Chad Hendricks (Adams Outdoor) and Alderman Ron Hart*

**Administrative Business**

**Adjournment**

**If you are disabled and have accessibility needs or need information interpreted for you, please contact the Department of City Development at (262) 636-9151 at least 48 hours prior to this meeting.**