



# 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 T. Dickert, Atty. Elaine  
Sutton Ekes Vincent Esqueda, Tony Veranth, Alderman Molly  
Hall, Pastor Melvin Hargrove*

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Wednesday, February 13, 2013

4:15 PM

City Hall, Room 301

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**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 January 30, 2013 Meeting

#### Ord.04-13

Ordinance 04-13

To amend Article X, Division 1 - Generally, of the Municipal Code of the City of Racine, Wisconsin, by adding a new section regarding window signage.

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

Part 1: The following section shall be created in Article X, Division 1 - Generally, of the Municipal Code of the City of Racine to read as follows:

#### **“Sec. 114-1038. - Window Signage**

(1) Window signage shall be permitted as follows:

(a) Allowance of window signage is over and above signage allocated for any building (such as wall, freestanding pole, monument, etc). Window signage shall not count against allowable square footage for permanent signage; therefore, a window sign permit is not required.

(b) All signage shall be maintained in good repair by the property owner. Damaged, faded torn, burnt-out, and unkempt signage is not allowed.

(c) Only products or services offered directly within the building or

tenant space may be advertised.

(d) No window sign shall advertise any use or substance considered to be unlawful or illegal per the City of Racine code of ordinances, State Statutes, or federal regulations.

(e) Neon colored paint, use of markers, paper, hand drawn lettering, etc. are not to be used in the creation of a window signs.

(f) Window signage may be illuminated; however, the window signage shall not blink, flash, scroll, or produce any other movement, or have the appearance of movement.

## (2) Location

(a) Any sign attached to the interior of a window or attached to a product or other device located within 6-feet of the interior of a window shall be considered window signage. This includes displays, cardboard, advertisements, banners, flags, and the like.

(b) Window signage shall not be placed in view of a residential use or residentially zoned property unless authorized by the Plan Commission.

## (3) Measuring and Allowable Signage

(a) No more than 15% of a window section may be covered by window signage.

(b) A window section is the area of a window divided by a window frame, architectural feature, or the point where an interior tenant wall separates the interior space of a building. If there is no separation, the window section is the entire window.

(c) To calculate the amount of window signage allowed, measure the size of the window section and multiply by .15. This provides the amount of window signage allowed for that section. (For example, a window 10'x10' is 100 square feet. Multiply 100 by .15, and the allowable signage would be 15 square feet).

(d) "Open/Closed" and "Hours of Operation" signs less than 4 square feet total do not count towards signage allowances. If larger than 4 square feet, the difference shall be counted towards the total window signage allowance.

(e) Sign allocation shall be calculated separately per building elevation. Signage allowances from windows on other building elevations may not be added to increase the amount of signage for any other building

windows.”

Part 2: Sections 114-1039 - 114-1045 of the Municipal Code of the City of Racine are hereby reserved.

Part 3: 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

*Reviewer: Jill Johanneck, Associate Planner*

*Recommendation: Recommend adoption of the ordinance.*

*Agenda sent to: Alderman Michael Shields.*

**Ord.05-13**

Ordinance 05-13

To repeal and recreate portions of Chapter 114 Zoning, 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: Repeal subsection (11) of Sec. 114-468. - Conditional uses, of the Municipal Code of the City of Racine, Wisconsin.

Part 2: Repeal subsection (b) (39) of Sec. 114-587. - Permitted uses and regulations, of the Municipal Code of the City of Racine, Wisconsin.

Part 3: Repeal Sec. 114-1078. - Sign permitted in the B2 district, of the Municipal Code of the City of Racine, Wisconsin.

Part 4: 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

*Reviewer: Jill Johanneck, Associate Planner*

*Recommendation: Recommend adoption of the ordinance.*

**ZOrd.001-13** An Ordinance Rezoning 1218 N. Main Street

To amend the map of the Zoning Ordinance of the City of Racine.

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

Part 1: That the property located at 1218 N. Main Street and more particularly described as follows:

“Those lands located in Block 53, Lot 5 of the original plat of the City of Racine, S.W. ¼ of the N.E. ¼ of Section 9. Township 3 North, Range 23 East. Said land being in the City of Racine, Racine County, Wisconsin” be rezoned from R -3 General Residence District to B-2 Community Shopping District.”

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

*Reviewer: Jill Johanneck, Associate Planner*

*Recommendation: Receive and File.*

*Agendas to: Alfonso Flores, David Hendricks, Kim Eschmann, and Alderman Jim Kaplan.*

**4:30 P.M. PUBLIC HEARING****4:30 P.M. PUBLIC HEARING**

[13-8629](#)

**Subject:** (Direct Referral) Request by Tad Ballantyne representing PW Partners, Inc. for a conditional use approval to have residential on the first floor of a building in a B-2 Community Shopping District to allow for modification of a former 22-unit housing development into a 12-unit housing development at 1637 Washington Avenue. (PC-13)

**Attachments:** [PH Notice - 1637 Washington Avenue](#)

*Reviewer: Jill Johanneck, Associate Planner*

*Recommendation: Approval, subject to conditions.*

*Agenda sent to: Tad Ballantyne, PW Partners, Inc., and Alderman Michael Shields.*

**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.**