



City of Racine

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

Meeting Minutes - Final City Plan Commission

*Alderman Dennis Wisner, Mayor John T. Dickert, Atty. Elaine
Sutton Ekes Vincent Esqueda, Tony Veranth, Alderman Molly
Hall, Pastor Melvin Hargrove*

Wednesday, March 13, 2013

4:30 PM

City Hall, Room 205

Call To Order

Mayor Dickert called the March 13, 2013 Plan Commission to order at 4:30 p.m.

PRESENT: 7 - Elaine Sutton Ekes, Vincent Esqueda, Tony Veranth, John Dickert, Molly Hall, Dennis Wisner and Melvin Hargrove

Others present:

*Matthew Sadowski, Principal Planner / Assistant Director of City Development
Jill Johanneck, Associate Planner*

Approval of Minutes for the February 13, 2013 Meeting

A motion was made by Alderman Wisner, seconded by Alderwoman Hall, to approve the minutes of the February 13, 2013 meeting. The motion **PASSED** by a Voice Vote.

Review of Meeting Notes for the February 27, 2013 Meeting

4: 30 P.M. PUBLIC HEARING

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[13-8699](#)

Subject: (Direct Referral) Request by Ray Nicholson, representing Buffalo Wild Wings, to build a new restaurant at 5880 Durand Avenue. (PC-13) (Res. No. 13-0140)

Recommendation of the City Plan Commission on 3-13-13: That the item be approved subject to conditions.

Fiscal Note: N/A

Attachments: [PH Notice - 5880 Durand Avenue](#)
[PH Notice - 5880 Durand Avenue.2](#)
[\(13-8699\) CU 5880 Durand Avenue](#)

Mayor Dickert provided information on stormwater runoff to the applicants, and also suggested they discuss the Re2 program with Staff as the project may be eligible for the if they are working with LED lighting.

The public hearing opened at 4:30 p.m.

1. Ryan Nicholson, representative of Buffalo Wild Wings, discussed the proposed new construction and that this building will replace the existing Lone Star restaurant, that this is a new prototype for Buffalo Wild Wings, that there will be an 800 sq. ft. outdoor seating area to be used year round, and discussed building materials.

2. Pete Sorensen with Buffalo Wild Wings indicated they are excited and looking forward to locating in Racine.

Public hearing closed at 4:32 p.m.

A video provided by the applicant showcasing the new Buffalo Wild Wings restaurant concept, referred to as "Project Stadia", was shown to the Commission.

Associate Planner Johanneck reviewed background information on the project, including property location, area zoning, and surrounding land uses. It was advised the existing restaurant located at 5880 Durand, the Lone Star, will be demolished and the new Buffalo Wild Wings will be constructed in approximately the same place on the lot. There will be no modifications to the parking other than re-location of the handicapped spaces.

Signage was discussed, as what is being requested exceeds what is allowed by the sign code. The applicants are requesting 6 signs where 4 are permitted, and where the maximum size of all signs is 300 sq. ft. The applicants propose, and Staff supports, the request for the 6 signs, with the requirement that size be reduced so that all signage does not exceed 300 square feet. This requires an exception be granted by the Plan Commission.

Building elevations and materials were reviewed. The majority of the building will be covered in a thin brick veneer, with the exception of portions of the south and east elevations where metal wall paneling is proposed. The zoning ordinance prohibits metal paneling within 8 feet of grade, so this request requires an exception to that standard be granted by the Plan Commission.

The proposal includes an outdoor dining area of 800 square feet located on the west side of the building. The applicants are requesting this area for year-round use, and the area will be outfitted with tables and chairs as well as large televisions providing entertainment. In the B-2 Community Shopping district, it states all business activity must take place indoors, so this request requires an exception from the Plan Commission.

Proposed hours of operation are Monday through Thursday, 11:00 a.m. – 1:00 a.m., Friday – Saturday 11:00 a.m. – 2:00 a.m., and Sundays 11:00 a.m. – 12:00 a.m. There will be 30 full-time employees.

A landscape plan was provided showing the new landscaping to be added, however this did not include existing landscaping to remain and in some cases replaced. The applicants are working on this revised plan. Concerning parking, upon applying the zoning requirement based on the use and size the 104 spaces being provided are adequate.

Existing parking lot lighting will be utilized. Illuminated bollards which are three feet in height will be located along the front entrance of the building to guide pedestrian traffic into the building. New lighting includes down lighting located on the underside of the outdoor patio ceiling, linear fluorescent lighting mounted behind the steel channel on the building, emergency ingress/egress lighting, and wall pack lighting located on the north elevation.

Commissioner Sutton Ekes requested the exemptions granted by the Plan Commission be written into the conditions of approval.

Alderman Hall inquired how the signage as proposed, though not meeting the code requirements, can be considered acceptable. Principal Planner Sadowski advised the applications are willing to stay within the 300 square footage allotment with the 6 signs, and this has been approved for projects in the past where the number of signs exceeds what is allowed but do not exceed the total sign size allowance. Mayor Dickert added that the signage in this case does not appear to be excessive, which is a consideration in allowing for the exception.

Commissioner Veranth discussed the hours for the outdoor patio, with the idea that the hours could be lengthened as sporting events often run past 10:00. He added that if there were any issues that become problems the Commission could re-review the hours. It was suggested the patio be allowed to be open until 12:00 a.m., seven days a week. Associate Planner Johanneck advised the hours were chosen to keep limitations on outdoor activity in the B-2 district as this allowance sets a precedent for outdoor activity in the district, but there should be little impact as there are no residential uses nearby.

Mayor Dickert asked about the durability of the metal being used on the facade. Ryan Nicholson advised the metal is a durable product with a 20 year warranty.

Alderman Hart commented that the City is fortunate to have Buffalo Wild Wings locate here and encourages approval of the project.

A motion was made by Commissioner Sutton Ekes, seconded by Commissioner Esqueda, that the request by Ryan Nicholson representing Buffalo Wild Wings to construct a new restaurant at 5880 Durand Avenue, be recommended for approval subject to staff recommendations with a change in items e. and f. allowing for the patio to be open until 12:00 a.m., and with the addition of paneling within 8 feet of grade, and the allowance for an outdoor patio in the B-2 zoning district. The motion PASSED by a Voice Vote.

Administrative Business

None.

Adjournment

A motion to adjourn was made by Commissioner Esqueda, second by Commissioner Veranth. Ayes all, meeting adjourned at 5:00 p.m.