



City of Racine

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

Meeting Minutes - Final

Planning Heritage and Design Commission

Monday, September 16, 2024

4:30 PM

City Hall, Room 205

Call To Order

Mayor Mason called the meeting to order at 4:30 p.m. and welcomed new Commissioner Jim Chambers to the PHDC.

PRESENT: 6 - Mayor Mason, Jones, Hefel, Kohlman, Peete and Chambers

Approval of Minutes for the August 19, 2024 Meeting.

4:30 P.M. PUBLIC HEARINGS

[0805-24](#)

Subject: Consideration of a request by Lakeview Health, LLC to adopt ZOrd. 0004-24 for a rezoning of the property at 800 Goold Street from B-1 Neighborhood Convenience District to B-1 Neighborhood Convenience District with a FD- Flex Development Overlay, as allowed by Sec. 114-77 of the Municipal Code.

Recommendation of the Planning, Heritage and Design

Commission on 09-16-2024: That ZOrd. 0004-24 rezoning the property at 800 Goold Street from B-1 Neighborhood Convenience District to B-1 Neighborhood Convenience District with a FD- Flex Development Overlay, be adopted.

Fiscal Note: N/A

Attachments: [Review and Recommendation](#)
[Draft Use Supplement 800 Goold](#)
[Public Hearing Notice](#)
[Applicant Submittal](#)
[#ZOrd. 0004-24 - Rezoning 800 Goold Street](#)

Steven Madsen, Planning Manager, introduced the request showing the aerial and current zoning of the property and surrounding area. He stated that the property is zoned B-1 Neighborhood Convenience District and is surrounded by a residential zoning, R-3. He stated the future land use plan calls for the area to be high density residential.

Madsen showed photos of the property and the surrounding area and described the application summary. He stated that the proposed flex rezoning would be to add a

medical use to the property which is a permitted use in B-2, Community Shopping District, as a permitted use at this property. Madsen explained that the underlying zoning of B-1 would remain the same, however, the medical use for the location would be added as a permitted use.

Madsen reviewed the possible actions of the commission and the required findings of fact for the rezoning. He explained that there are commercial uses around the property and on Goold Street. He stated office uses are historic to the property and adding the slight intensity of a clinic should not have a negative impact on the development of the surrounding area. He stated that based on the findings of fact, staff is recommending that the rezoning be approved and the zoning ordinance ZOrd.0004-24 and accompanying use supplement be adopted.

Peete asked about if there were a proper area for disposable of certain waste.

Madsen stated that that is part of the licensing requirement and not a part of the land use requirements. He stated he would imagine that they would have those procedures in place.

Mayor Mason opened the public hearing at 4:39 p.m.

Alder David Maack, Alder of the District spoke in support of the project. He stated the building has always had some kind of commercial use and it has been sitting vacant for some time. He stated that the Tousis family has brought a breath of life into the building. Alder Maack explained that the clinic is well run, and they are a good neighbor in the district. He stated that he is a patient of the facility, and that clinic is also serving an underserved population. Alder Maack stated that there is parking available for cars that visit the clinic and the location is on a bus line.

Mayor Mason closed the public hearing at 4:42 p.m.

A motion was made by Peete, seconded by Hefel, to approve item 0805-24 recommending adoption of ZOrd. 0004-24. The motion PASSED by a Voice Vote.

[0806-24](#)

Subject: Consideration of a request from Brian Loftin, representing J. Jeffers & Co. for changes to the existing use supplement for Belle City Square at 1450, 1500 Summit Avenue, 2234, 2242, 2220, 2222, 2200, 2102 Northwestern Avenue, and 2020 Albert Street that are zoned R5/FD General Residence District with a Flex Development Overlay, as allowed by Sec. 114-77 of the Municipal Code.

Recommendation of the Planning, Heritage and Design

Commission on 09-16-2024: That the request from Brian Loftin, representing J. Jeffers & Co. for changes to the existing use supplement for Belle City Square at 1450, 1500 Summit Avenue, 2234, 2242, 2220, 2222, 2200, 2102 Northwestern Avenue, and 2020 Albert Street that are zoned R5/FD General Residential District with a Flex Development Overlay, be approved.

Fiscal Note: N/A

Attachments: [Review and Recommendation](#)
[Draft Use Supplement Belle City Square](#)
[Public Hearing Notice](#)
[Applicant Submittal](#)
[#0806-24 Resolution](#)

Madsen introduced the request. He showed the aerial of the entire Belle City Square campus and explained the zoning of the property and surrounding area, and the land use designation of mixed-use commercial emphasis. He stated most of the surrounding area is high density residential or governmental institutional.

Madsen reviewed the campus plan showing the different tenants and the residential and commercial uses allowed. He stated that the bottlehouse will have a small amount of industrial different tenants of the development and explained how the use supplement will change to allow additional commercial uses and light industrial use. He stated that the bottlehouse building will be prohibited to have residential uses. He stated the use supplement will also be changing the sign rules to be able to have a monument sign to be able to attract visitors. Madsen showed images of the properties and the different buildings on the site as well as what types of uses would be allowed. He showed the area where the signage is being proposed on Albert Street and the corner of Albert Street and Northwestern Avenue. In response to Mayor Mason, he stated that the design for the signage will be done as a staff-level review. Madsen explained the applicant summary and the possible actions of the commission. He reviewed the required findings of facts for the update to the use supplement and stated that staff is recommending approval of the changes to the use supplement.

Mayor Mason opened the public hearing at 4:48 p.m.

No one was present to speak.

Mayor Mason closed the public hearing at 4:49 p.m.

A motion was made by Hefel, seconded by Jones, to approve the item recommending adoption of the updated use supplement. The motion PASSED by a Voice Vote.

END OF PUBLIC HEARINGS

[0811-24](#)

Subject: Consideration of a request from Mark Porcaro for a facade grant for the facade remodeling project at 1101 N. Main Street.

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

Madsen stated the design was approved earlier this year and explained that the applicant decided to apply for the façade grant after the funding was allocated by the Common Council. Madsen explained the state of the current façade for the property and explained the possible actions of the Commission and stated that staff is recommending approval of the façade grant subject to conditions a.-f.

Chambers asked if there were any proposed additions to the building and wondered if

multiple a grant could be given for each of the multiple facades.

Mason stated we have \$50,000 allocated for the entire city this year. He stated that façade grants end up being a net loss for the City. He stated that our hope is to apply for grant funding for Wisconsin Economic Development Corporation (WEDC) to white box buildings and that we are trying to transition the cost of façade grants on Tax Incremental Districts.

A motion was made by Jones, seconded by Peete, to approve the item. The motion PASSED by a Voice Vote.

Adjournment

There being no further business, the meeting adjourned at 4:52 p.m.