



City of Racine

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

Meeting Minutes - Final City Plan Commission

*Mayor John T. Dickert, Alderman Gregory Holding
Atty. Jud Wyant, Atty. Elaine Sutton Ekes
Vincent Esqueda, Eric Marcus*

Wednesday, May 12, 2010

4:15 PM

City Hall, Room 205

Call To Order

Mayor Dickert called the meeting to order at 4:19 p.m.

PRESENT: 5 - John Dickert, Elaine Sutton Ekes, Vincent Esqueda, Jud Wyant and Eric Marcus

EXCUSED: 1 - Gregory Holding

Others present: Brian F. O'Connell, Director of City Development
Michelle Logan, City Development Secretary

Approval of Minutes for the April 28, 2010 Meeting

A motion was made by Alderman Marcus to approve the minutes subject to a change in the comment made by Robin Coventry by removing "different from other Gateway campuses signage" and adding "more in keeping with the historic character of the park". Commissioner Sutton-Ekes seconded. The motion **PASSED** by a Voice Vote with Commissioner Esqueda and Commissioner Wyant abstaining.

[10-4977](#)

Subject: (Direct Referral) A request by Michael's Signs, representing Gateway Technical College, for a conditional use permit for a monument sign with an electronic message center at 1001 S. Main St. (Res.10-2021)

Recommendation of the City Plan Commission on 5-12-10: That the request be approved subject to amended staff recommendations.

Fiscal Note: N/A

Attachments: [PH Notice - 1001 S Main St](#)
[Recommendations \(10-4977\)](#)

Director O'Connell reviewed the request including zoning, aerial photo and surrounding land use and explained that this was before the Plan Commission at the last meeting as a public hearing. He went over the new site plan and explained that there was difficulty meeting the requirements of the electronic message board provisions because of the proximity of the sign location to residential areas. He explained that at the end of the public hearing staff attempted to work with Gateway to come up with an accommodation that would allow the design with the electronic message board in a location that was less of a conflict with the provisions of the

ordinance. Director O'Connell explained that Associate Planner Jill Johanneck met on-site with representatives from Gateway and came up with an alternative location for the sign that is 37 feet back from the curb, the ordinance requires 25 feet. This is the location that would produce minimum conflict with the existing requirements. He explained that the Landmarks Preservation Commission recommended the lettering on the sign be white on black, however, that color is not available in a message board sign. Staff recommended having red letters on a black background for the sign.

Director O'Connell stated that late Monday afternoon he received a new option for the sign and turned over to Alderman Marcus to explain the sign choice.

Alderman Marcus explained that there was a meeting on Monday with Gateway, a member of the community, and a designer who serves on both the Landmarks Commission and the Downtown Area Design Review Committee. He said an agreement was reached to make a modification to the sign to make the sign more in keeping with the historic heritage of the park while still meeting the communication needs of Gateway Technical College. He stated the change proposed would be to leave the sign in its current location, to change the LED to green so it matches more with trees, and the grass in the park, and to darken the sign itself so instead of being a brushed chrome, it would be more of a graphite in color. The idea was to make the sign more in keeping with the national historic landmark while showing the needs and desires of Gateway.

Mayor Dickert asked for a more accurate rendering of the sign change. A representative from Michael's Signs showed the original sign coloring and the proposed change. Director O'Connell read through staff recommendations, as amended. Commissioner Sutton-Ekes asked if the landscape plan would stay the same even though the sign will stay in its current location. Steve from Michael's Signs said it would stay the same.

A motion was made by Alderman Marcus, seconded by Commissioner Esqueda, to recommend approval of the sign subject to staff recommendations with the following modifications: a. delete "May 7, 2010"; to d. delete "red or white" and change to "green"; and to f. 1. add approval is for "a national landmark property located at" an educational institution.

[10-5120](#)

Subject: (Direct Referral) Request by Cyndi Knapp-Finley, representing Regency Mall, for a minor amendment to Resolution No. 6217 regarding Temporary Use Events to allow three (3) carnivals every twelve (12) months vs. two (2) as currently permitted.

Director O'Connell explained the request and went over the zoning. The current conditional use for Regency Mall allows for two carnivals per 12-month period. Regency Mall wants to have an additional carnival making a total of three per year. Staff does not have an issue with this as long as there are no other simultaneous events taking place.

Regarding the item for temporary uses, Mayor Dickert expressed concerns of moving more towards a 7-Mile Fair than a mall. Curt Pruitt, Regency Mall, explained that there was a national restaurant looking to move onto Regency Mall grounds at the former Chi-Chi's site. He explained that they are trying to generate income. A gardening club would be using the space and it is not his goal to have a 7-Mile Fair anywhere on the property.

Alderman Marcus asked if the request could be limited to 2010.

Commissioner Wyant asked for clarification of if the third carnival would be on the

Chi-Chi's site. Cyndi Knapp-Finley, Regency Mall, explained that she was working on a carnival for the month of August. She would have carnivals for the months of May, June and possibly August. Mayor Dickert asked the duration of the carnival. Ms. Knapp-Finley stated that the carnivals usually last 5-10 days.

Director O'Connell explained that the current conditional allows at most 10 days. He read through the staff recommendations.

Commissioner Wyant suggested having a cap on the total number of days. He suggested adding a condition that the total number of days as carnivals not to exceed 21.

Alderman Marcus concurred and suggested adding spacing so that there wouldn't be 21 consecutive days of carnivals. Commissioners agreed on a seven-day separation between carnivals.

A motion was made by Commissioner Wyant, seconded by Alderman Marcus, that this item be approved with the addition of the condition "That the duration of the total number of carnivals shall not exceed 21 days and that there be a minimum of a seven-day spacing between each carnival." The motion PASSED by a Voice Vote.

10-5121

Subject: (Direct Referral) Request by Cyndi Knapp-Finley, representing Regency Mall, for a minor amendment to Resolution No. 6217 regarding the location of Temporary Use Events.

Director O'Connell described the request. Regency Mall wants to add the Chi-Chi's site to the temporary use locations.

Director O'Connell read through the staff recommendations. He stated the two specific requirements were that portable bathrooms be provided, as was a condition of approval for the Great Pumpkin, and that the theater sign be removed.

Alderman Marcus asked for clarification on what locations were already being used for temporary uses and what was being added. Director O'Connell stated the former Chi-Chi's site was what was being added.

Alderman Marcus asked if there were any issues, such as increased accidents or police calls, with the Great Pumpkin. Director O'Connell, Mayor Dickert and Chief Building Inspector Rick Heller responded no.

Commissioner Sutton-Ekes asked if there were any additional conditions that would apply to the length or number of special events other than carnivals and if any notification was required to City Development before these events took place. Director O'Connell said there is a 30-day notification requirement on all special events held at Regency Mall.

Commissioner Sutton-Ekes explained that her main concern was to make sure there were some limitations in place.

A motion was made by Alderman Marcus, seconded by Commissioner Esqueda, that this item be approved. The motion PASSED by a Voice Vote.

Administrative Business

None.

Adjournment

There being no further business, Mayor Dickert adjourned the meeting at 4:58 p.m.