



City of Racine

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

Meeting Minutes - Final

Planning Heritage and Design Commission

Wednesday, August 3, 2022

4:30 PM

City Hall, Room 205

Call To Order

Mayor Mason called the meeting to order at 4:35 p.m.

PRESENT: 5 - Mason, Jones, Hefel, Peete and Kohlman

EXCUSED: 1 - Jung

Approval of Minutes for the June 29, 2022 Meeting.

A motion was made by Hefel, seconded by Jones, to approve the June 29, 2022 minutes. The motion PASSED by a voice vote.

4:30 PM Public Hearings

[0555-22](#)

Subject: Communication sponsored by Mayor Mason submitting a request by Michael's Signs, authorized agent for Infusino's Restaurant, seeking a conditional use permit to operate an electronic message sign at 3225 Rapids Drive as allowed by Sec. 114-1033 of the Municipal Code. (PHDC-22)

Recommendation of the Planning, Heritage, and Design Commission on 08-03-22: That the request for a conditional use permit to operate an electronic message sign at 3225 Rapids Drive be approved, subject to conditions a. - e.

Fiscal Note: N/A

Attachments: [Public Hearing Notice](#)
[Review and Recommendation](#)
[Applicant Submittal](#)
[#0555-22 Resolution](#)

Jeff Hintz, Planning Manager, presented the item. He showed images of the Bird's Eye View of the property, zoning, land use, street view images, and proposed signage. The proposal is to replace the manually changeable message portion of the existing pylon sign with an electronic message sign (EMS) measuring 4x8 feet (32 square feet). The proposed electronic signage does not face any residential property. Based on the findings of fact, staff recommends approval subject to conditions a. - e.

Kohlmann asked about how often the sign will change. Hintz responded that the EMS

can't strobe, but it can change frequently per ordinance. The Mayor added that we can't change the rules for one applicant, we have to follow the ordinance.

Mayor Mason opened the public hearing at 4:50 p.m.

The applicant, Steve Prohaska, explained the definition of flashing further and that his company sells the ordinance with their signage so as to not create any issues.

Mayor Mason closed the public hearing at 4:52 p.m.

A motion was made by Peete, seconded by Hefel, to recommend approval of the request for a conditional use permit to operate an electronic message sign at 3225 Rapids Drive, subject to conditions a. - e. The motion PASSED by a voice vote.

END OF PUBLIC HEARINGS - Only applicants or agents thereof may address the Commission if called upon

[0556-22](#)

Subject: A request by Kirit Patel, authorized representative of George Rosen, for Consideration of a minor amendment to a conditional use permit to put an addition onto the existing building at 2320 Douglas Ave as allowed by Section 114-468 of the Municipal Code. (PHDC-22)

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

Steven Madsen, Associate Planner, presented the item. He displayed Bird's Eye View images of the property, zoning and land use in the area, street view images, and the proposed site plan. He stated that the block where this business is has had multiple auto motive repair businesses for many years. The proposed addition will be to the rear and will generally not be seen from Douglas Avenue, and it complies with all zoning codes. He stated that based on the findings of fact, staff recommends approval subject to conditions a.-e.

No comments or questions from commissioners.

A motion was made by Hefel, seconded by Jones, to approve the minor amendment to an existing conditional use permit to allow for a building addition at 2320 Douglas Ave., subject to conditions a. - e. The motion PASSED by a voice vote.

[0557-22](#)

Subject: A request by Michael's Signs, representing Main Street Bakery for review and approval of signage at 328 Main Street. (PHDC-22)

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

Michelle Cook, Associate Planner, presented the item. She displayed the Bird's Eye View of the property. She stated that window graphics were approved a few years ago for this property. She displayed the sign rendering for above the doorway. The sign will be non-illuminated and black and gold. She reviewed the design guidelines for wall signage. She stated that staff recommends approval subject to conditions a. - c.

No comments or question from the commissioners.

A motion was made by Peete, seconded by Jones, to approve the wall signage at 328 Main Street, subject to conditions a. - c. The motion PASSED by a voice vote.

[0409-22](#)

Subject: Communication sponsored by Alder Peete, for consideration of a request by Raymond and Lodze Noël seeking to rezone the property at 1346 Main Street from R-2 Single Family Residential to R-5 General Residence District as allowed by Sec. 114-77 of the Municipal Code. (PHDC-22)

Recommendation of the Planning, Heritage, and Design Commission on 06-01-22: That the item be deferred to the next meeting (June 29, 2022) to obtain more information from the applicant about the proposal.

Recommendation of the Planning, Heritage, and Design Commission on 06-29-22: That the item be deferred to obtain more information from the applicant about the proposal.

Recommendation of the Planning, Heritage, and Design Commission on 08-03-22: That the item be denied.

Fiscal Note: N/A

Attachments: [Review & Recommendation](#)
[Public Hearing Notice](#)
[ZOrd.0002-22](#)
[Applicant Submittal](#)
[Revised Renderings](#)

Hintz presented the item. He stated that the applicant wishes to address the commission. Further, this item had a public hearing on June 1, 2022 that no one spoke on, it then went to Common Council and is now back to the PHDC for a recommendation. Hintz said that there were emails submitted before and after the public hearing in opposition of the request, with one in favor. He stated that the former alder person of the district the property is in, Alder Coe (change due to redistricting), had concerns about the implications the request would have on the historical district. Hintz then displayed the zoning map, land use of the area, and street view images. He then reviewed the lot configuration and a new rendering submitted by the applicant with Preservation Racine's input. Hintz reviewed the height restrictions in R-2 versus R-5. Further, the R-2 zoning only allows single-unit dwellings. He stated that based on the findings of fact, staff recommends denial.

The applicants, Lodze & Raymond Noel addressed the commission. They went over the 3-month process they went through to get the final decision of denial. They recommended that staff review their rezoning process as they were not pleased with how long it took to get denied.

A representative from Preservation Racine stated that a multi-unit would not be a problem in the area, they just didn't agree with the original design.

Mayor Mason empathized with the applicant and stated that they deserved a faster "no". He explained that the City Development Department is without a Director or Assistant Director which he thinks contributed to the long process. He stated that the request is just for rezoning and that rezoning parcel by parcel is not good for enforcing the zoning code. He apologized to the applicant for the amount of time wasted.

Discussion after the motion, before the vote:

Commissioner Jones, whom is also the current alder person of the district the property is in, stated that most residents stated through email that the rezoning was not wanted as it would compromise the area.

A motion was made by Hefel, seconded by Peete, to recommend denial of proposed zoning ordinance 0002-22. The motion PASSED by a voice vote.

Adjournment

The being no further business, Mayor Mason adjourned the meeting at 5:43 p.m.

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