



City of Racine

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

Meeting Minutes - Final Downtown Area Design Review

Chairman Richard Christensen, Alderman Jeff Coe, Robert Hartmann, Gary Wolfe, Brian O'Connell, Micah Waters, David Popoff, Ryan Rudie

Thursday, October 2, 2008

4:30 PM

City Hall, Room 301

Call To Order

PRESENT: 6 - David Popoff, Ryan Rudie, Richard Christensen, Robert Hartmann, Brian O'Connell and Micah Waters

EXCUSED: 2 - Jeff Coe and Gary Wolfe

Others Present: Principal Planner Matthew Sadowski

Approval of Minutes for the September 4, 2008 Meeting

A motion was made by Commission member Waters and seconded by Commission member Hartmann to approve the minutes from the September 4, 2008 meeting, as distributed. The motion passed by a Voice Vote.

08-2726

Subject: (Direct Referral) Review of a sign proposal for Unique Gifts at 223 Sixth Street.

Recommendation: Approve subject to conditions.

Dee Dee Djinigou explained her proposed signage describing color, installation method, materials and intent.

Commission members found that while the signage was not objectionable, it could be more exotic or creative, and color choices more dramatic. Ms. Djinigou was encouraged to talk to the building owner and sign company to paint the sign panel to create a greater contrast, or select a lettering color that would allow the sign to be more readable.

A motion was made by Director O'Connell, seconded by Commission member Hartmann, that this item be Approved, subject to the following conditions.

- a. That the plans presented to the Downtown Area Design Review Commission (DADRC) on October 2, 2008 be approved subject to the conditions contained herein.
- b. That all applicable building and occupancy permits be applied for.
- c. That all signs be professionally made and comply with all applicable ordinances.
- d. That no minor changes be made to the conditions of this approval without the review and approval of the Director of City Development and no major changes be made without the approval of the DADRC.

The motion PASSED by a Voice Vote.

08-2727

Subject: (Direct Referral) Review of a request for a façade remodeling project at 316 Main Street.

Micah Waters removed himself from the Commission and, providing purely factual information, he reviewed the proposed façade remodeling project. He described materials, colors, hardware on the entrance door, the "floating" sign, and the design intent. He stated that glass would be clear and brick would not be painted. He concluded stating that the entry door may "flip" to the south side of the façade, and future details to be addressed are the painting of the parapet and lintel, exterior tile, and final sign design.

In response to Commissioners' inquiries, Doug Nicholson stated that he does not yet have a final design for the sign, but adjusting its size to meet ordinance limitations should not be a problem.

Director O'Connell and Commission member Hartmann expressed concerns with the loss of the traditional storefront and the depth of the recess. They felt the treatment of the façade was inappropriate given the buildings status as a contributing property to the Main Street Historic District.

In response to Commission member Hartmann, Principal Planner Sadowski stated that when establishing a historic district in a commercial area, the State Historical Society understands that street level façades will change over the years so the emphasis is in the integrity of the upper levels as an indicator of architectural significance. He stated that in the case of 316 Main Street, the current storefront may date back to the early 1900's while the total building dates back to the 1860's-1870's.

Commission member Popoff understood the need to respect historic design treatments, but felt it was important to also project into the future to encourage economic development.

A motion was made by Commission member Popoff, seconded by Commission member Rudie, that the plans submitted by Doug Nicholson for a façade remodeling project at 316 Main Street be Approved, subject to the following conditions:

- a. That the plans presented to the Downtown Area Design Review Commission (DADRC) on October 2, 2008 be approved subject to the conditions contained herein.**
- b. That all applicable building and occupancy permits be applied for.**
- c. That the following project components be brought back to the DADRC for review and approval: signage, exterior tile and parapets color selections.**
- d. That no minor changes be made to the conditions of this approval without the review and approval of the Director of City Development, and no major changes be made without the approval of the DADRC.**
- e. That a hold harmless agreement be executed for components of this project that may project over the public right-of-way.**

The motion PASSED by a Voice Vote with Director O'Connell and Commission member Hartmann voting "no" and Commission members Rudie, Popoff and Commission Chair Christensen voting "yes". Commission member Waters abstained.

[08-2728](#)

Subject: (Direct Referral) Review of a request for a façade grant for façade remodeling project 316 Main Street.

Recommendation of the Downtown Area Design Review

Commission 10-2-08: To defer this item.

Micah Waters removed himself from the Commission and, providing purely factual information, he reviewed the expenses associated with the façade remodeling project.

Doug Nicholson stated that he would be able to obtain the bids to submit for Commissioners' review.

A motion was made by Director O'Connell, seconded by Commission member Rudie, that this item be Deferred. The motion PASSED by a Voice Vote with Commission member Waters abstaining.

Administrative Business

Application Vetting: Commission member Hartmann reinforced the need to consider the historic status of structures when conducting project review.

Adjournment

There being no further business before the Commission and hearing no objections, Chairman Christensen adjourned the meeting at 5:45 p.m.

Respectfully Submitted,

*Matthew G. Sadowski
Secretary, Principal Planner*