



City of Racine

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

Meeting Minutes - Draft

City Plan Commission

Mayor John Dickert
Alderman Dennis Wiser
Tom Durkin
Tony Veranth
Ann Brodek
Mario Martinez

Wednesday, April 26, 2017

4:15 PM

City Hall, Room 205

Call To Order

Alderman Wiser called the meeting to order at 4:22 p.m.

PRESENT: 5 - Dennis Wiser, Tom Durkin, Tony Veranth, Ann Brodek and Mario Martinez

EXCUSED: 1 - John Dickert

Approval of Minutes for the April 12, 2017 Meeting

A motion was made by Commissioner Veranth, seconded by Commissioner Brodek to approve the minutes of the April 12th meeting. The motion was PASSED by a Voice Vote.

[0954-16](#)

Subject: (Direct Referral) A request by Parnell McCray, representing McCray's Auto and Used Tires, seeking a conditional use permit to operate an automobile sales and detailing shop at 2828 Lathrop Avenue. (PC-16) (Res No. 0161-17)

Recommendation of the City Plan Commission on 4-26-2017: That the request be approved subject to conditions.

Fiscal Note: N/A

Attachments: [PH Notice - 2828 Lathrop Avenue](#)
[\(0954-16\) CU 2828 Lathrop Avenue](#)

Assistant Director Sadowski explained the request. He stated the item was before the commission last year for a public hearing. He stated, there were no objects to the proposal; however, there were a lot of details that needed to be worked out regarding the potential use. Mr. Sadowski explained the issues that needed to be addressed such as the landscaping, parking, and fencing. He stated all issues have been addressed and the application is now ready to move forward. He stated one change to the application is that the applicant will no longer be selling used tires and doing auto repair. The property will just be used for auto sales and detailing. Mr. Sadowski went through the finding of facts and stated that staff is recommending approval based on the conditions in the recommendations. The conditions presented are standard to auto sales and a letter of credit will need to be provided to the city if improvements are not completed prior to occupancy.

The applicant, Parnell McCray 2828 Lathrop Avenue and Kathy Carter, briefly explained their request. Mr. McCray stated the owner will be providing a letter of credit for the improvements to the property.

Commissioner Veranth reiterated that if some of the items are the building owners responsibility make sure there is a good understanding as the items will come back to the applicant.

A motion was made by Commissioner Brodek, seconded by Commissioner Veranth with the removal of the used tires condition. The motion PASSED by a Voice Vote.

[1019-16](#)

Subject: (Direct Referral) A request from Margaret Robinson, representing Living Faith Lutheran Church, seeking a conditional use permit to retrofit an existing sign into an electronic message sign at 2915 Wright Avenue. (PC-16)

Attachments: [PH Notice - 2915 Wright Avenue](#)
 [PH Notice - 2915 Wright Avenue \(New\)](#)
 [\(1019-16\) CU 3015 Wright Avenue](#)

Mr. Sadowski explained the item. He stated the request was deferred towards the end of last year pending additional investigation to the ordinance and potential to the EMC portion of the ordinance. He stated the question was if the current ordinance infringed on first amendment rights of religious institutions. Staff went through the ordinance with the Attorney's office and those changes will be brought to the next City Plan Commission meeting.

Mr. Sadowski explained the proposed sign location and the zoning of the property and surrounding area. He explained the site is in the middle of a R3 Limited General Residence zoning. After discussions with the applicant, the preferred location would be moving the sign east along the property so that the sign was more in front of the building to shield it from some of the residential properties in the area.

Mr. Sadowski explained some of the concerns and how makes this sign different than the other proposed signs that are zoned residential, and he stated the surrounding area. There are commercial districts surrounding the other requests while residential districts surround this request. He stated staff is recommending denial, however there are conditions created if the Commission decides to recommend approval. He stated if the Commission recommends approval, staff is requesting that the sign not be placed in front of the sculpture on the church. If the Commission recommends approval, the findings of fact will need to be reiterated for approval as of now they are written for denial of the request. He stated if it moves forward there are exceptions to the ordinance that would also need to be approved, those are located in condition c. 1.-5.

Commissioner Veranth asked if we know what the setback would be from the other sign location proposed.

Mr. Sadowski stated it would be three feet.

Commissioner Brodek asked regarding Sec. 114-1029 of the sign code regarding nonconforming signage and the authority that the Plan Commission has in reviewing such signage.

Mr. Sadowski stated EMC are conditional uses where exceptions can be approved.

Section 114-1029 refers to signs that do not require a CUP.

Commissioner Martinez asked the history of the building and when it was established.

Living Faith Pastor Warren Williams stated the initial building was built in 1909 rebuilt in 1920s and extensively renovated in the 1950s-1960s

Commissioner Martinez asked how we accommodate for marketing and innovation for a building built in that era in a residential area that may or may have been so populated with houses.

Mr. Sadowski stated that if the sign is approved, the preference is to use the old sign and location.

Commissioner Veranth asked if there were any public support or opposition to the sign.

Mr. Sadowski responded that no one expressed opposition at the public hearing and the Alderman in support of the request as well.

Commissioner Veranth asked if adjustments could be made after approval if complaints were received.

Mr. Sadowski stated yes.

He also explained that signage can only be used to advertise what is happening on the property.

Commissioner Brodek asked if the evening hours could be limited because of the darkness issue and the interference it might be with the neighborhood.

Pastor Williams stated the original sign is already lit and they plan to be careful with the lighting color on the EMC itself.

A motion was made by Commissioner Durkin, seconded by Commission Martinez, to recommend approval of the request subject to conditions. The motion PASSED by a Voice Vote.

Commissioner Durkin amended the findings of fact citing those facts which, in light of the proposals unique circumstances and proposed conditions, supports approval of the request.

4:30 P.M. PUBLIC HEARINGS

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[357-17](#)

Subject: (Direct Referral) A request from Darryl Sturino of Sturino Funeral Home, 3014 Northwestern Avenue, seeking an amendment to their Conditional Use Permit to construct an addition totaling 1,200 square feet +/- onto the main building, and a canopy with associated drive area modifications. (PC-17) (Res No. 0163-17)

Recommendation of the City Plan Commission on 4-26-17: That the request be approved subject to conditions.

Fiscal Note: N/A

Attachments: [PH Notice - 3014 Northwestern Avenue](#)
[\(357-17\) CU 3014 Northwestern Avenue](#)

Mr. Sadowski stated the property was before the commission in December for a new accessory structure. The request before the Commission today is for an addition to the main building. He explained the zoning, property location and showed photos of the property and the surrounding area.

Mr. Sadowski explained the changes to be made to the site as well as the landscape plan that would accompany the site improvements. He explained the existing floor plan and the proposal to add offices, sales areas, and a breezeway to the front of the building. He showed the canopy design and how it would appear once it is complete.

He stated staff is recommending approval with exceptions of a 15.5 setback instead of the required 25 feet and to the building design standards, both noted in conditions c. of the recommendations. He stated the applicants will provide a lighting study and photo metrics.

Public Hearing opened at 4:54 p.m.

John Murphy, Architectural Associates, PO Box 44617, Racine, WI stated they have been working with Sturino for more than a year to make sure the architectural aesthetics of the property have been maintained. They wanted to maintain a parklike setting. He stated the property was not as accessible for the current market so they raised the grade on the Northwestern side of the property to help facilitate the ease of visitations. The goal was to maintain the look of the original building. He stated the project has received letters of support from Kevin Molbeck and Racine Country Club.

Julie Witte, 102 E Parkfield Ct, Racine, WI, owns the property at 2932 Northwestern Avenue. She spoke in support of the request. She stated would like to make sure everything looks beautiful and nice and appreciates the updates the Sturino is making as it would help enhance her property as well.

Darryl Sturino, 4340 Greenbriar Lane, Owner of the funeral home. He stated he wants to enhance the property and provide a way for people to come in without having to worry about going up stairs. Appreciates John Murphy and Julie for their support

Public Hearing closed 5:04 p.m.

Commissioners Martinez and Veranth appreciates and congratulated them the work that is being done to the funeral home. They stated the Sturino Funeral Home is a nice entry point into the City.

A motion was made by Commissioner Veranth, seconded by Commissioner Durkin, to recommend approval of the request. The motion PASSED by a Voice Vote.

[358-17](#)

Subject: (Direct Referral) A request from Michael Hennessy representing Racine Unified School District, seeking a conditional use permit to install an electronic message center (EMC) at 930 Dr. Martin Luther King Jr. Drive, for Julian Thomas Elementary School. (PC-17) (Res No. 0164-17)

Recommendation of the City Plan Commission on 4-26-17: That

the request be approved subject to conditions.

Fiscal Note: N/A

Attachments: [PH Notice - 930 Dr. MLK Jr. Drive](#)
[\(358-17\) CU 930 Dr. MLK Jr. Drive](#)

Sadowski explained the request and the location of the sign. The property is zoned R3 with industrial zoning to the south with B2 and B3 zoning to the south and the west.

He stated the location of the sign would be on the corner of State Street and King Drive. And surrounding views of the area. He stated the new sign will be located just behind the fence or on the fence. He stated the sign was worked quite a bit to reflect the architectural character of the buildings behind the sign.

Sadowski went through the recommendations for the request. Exceptions: hours of operation and the 25 foot setback and the height standard is 72 and the request is 86. The property is zoned residential so it would need an exception to that fact. He stated staff is recommending approval of the request.

Public Hearing opened at 5:12 p.m.

Michael Hennessy, 3109 Mt. Pleasant Street, spoke in favor of the request and hopes for approval of the sign as presented.

Public Hearing closed 5:13 p.m.

A motion was made by Commissioner Brodek, seconded by Commissioner Martinez, to recommend approval of the request. The motion PASSED by a Voice Vote.

[359-17](#)

Subject: (Direct Referral) A request from Michael Hennessy, representing Racine Unified School District, seeking a conditional use permit to install an electronic message center (EMC) at 2119 Rapids Drive, for William Horlick High School. (PC-17) (Res No. 0165-17)

Recommendation of the City Plan Commission on 4-26-17: That the request be approved subject to conditions.

Fiscal Note: N/A

Attachments: [PH Notice - 2119 Rapids Drive](#)
[\(359-17\) CU 2119 Rapids Drive](#)

Mr. Sadowski explained the request including the zoning of the property and surrounding area, and the sign location. The request is for an electronic message center sign for Horlick High School, he stated staff is recommending approval of the request.

The property is zoned R2 Single Family Residence with commercial zonings of B2 Community Shopping across the street and B1 Neighborhood Convenience to the West of the property. The south is R2 and east is R3. He stated that it does meet the separation standard with 200 foot from the residential district.

Mr. Sadowski stated there are three potential locations that were suggested for the sign to be placed; however, staff would prefer option A which provides the greatest amount of screening from residential properties. He stated the sign incorporates architectural features of Horlick.

Mr. Sadowski explained the findings of fact along with the exceptions for the commission to consider which are located in condition c. of the recommendations (e.g. the hours of operation, the 75" proposed height of the sign (72" is the ordinance limit), 200' from Residential zone (it's 250 feet from residential uses, however, it is in a residential zone), etc.

Public Hearing opened 5:21 p.m.

Michael Hennessey, 3109 Mt. Pleasant Street, spoke in favor of the request and hopes that it is approved as presented.

Public Hearing closed 5:21 p.m.

Commissioner Brodek asked if the tree that is near the proposed location of the sign will be an issue.

Mr. Hennessey stated the sign is actually in front of the tree and so the tree will not pose an issue.

Mr. Sadowski asked for clarification of the sign placement. He asked if the sign will be perpendicular or parallel to Rapids Drive; the photo of the sign shows perpendicular while the plan shows parallel.

Mr. Hennessey stated parallel because of cost savings of having a one sided sign.

A motion was made by Commissioner Martinez, seconded by Commissioner Veranth, to recommend approval of the request. The motion PASSED by a Voice Vote.

Adjournment

There being no further business, Alderman Wisner adjourned the meeting at 5:23 p.m.