



City of Racine

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

Meeting Minutes - Final

City Plan Commission

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

Wednesday, September 28, 2016

4:15 PM

City Hall, Room 205

Call To Order

Mayor Dickert called the September 28, 2016 Plan Commission meeting to order at 4:23 p.m.

PRESENT: 6 - John Dickert, Dennis Wiser, Tom Durkin, Tony Veranth, Ann Brodek and Mario Martinez

Misc. Notes/Arrivals

Commissioner Brodek arrived at 4:32 p.m.

Approval of Minutes for the September 14, 2016 Meeting

A motion was made by Alderman Wiser, seconded by Commissioner Veranth to approve the minutes of the September 14, 2016 meeting. The motion PASSED by a Voice Vote.

[0829-16](#)

Subject: (Direct Referral) Review of a request by Bill Pfister of Michael's Signs, representing U.S. Pantry, seeking a minor amendment to a conditional use permit for a revised pole sign installation at 1627 Washington Avenue. (PC-16)

Mr. Sadowski presented an overview of the proposal and the surrounding areas. The pole sign is located on the northeast corner of the lot. U.S. Pantry is seeking to modify the sign by changing the box to keep the sign from extending over city right-of-way; installing digital gas price displays; and reducing the sign height from 20.6-feet to 12-feet. Mr. Sadowski explained this is a minor amendment, as the sign is being brought into compliance and electronic gas price displays have historically been exempt from the electronic sign ordinance.

Staff reviewed and is satisfied with the changes, however requests a landscape plan for the sign base be provided, and to modify the face to have the negative white space blacked out during the evening hours. This results in the ability to see the graphics, yet with a positive night effect of eliminating excess sign lighting. The applicant has agreed to use the push-through lettering and provide a plan for sign base landscaping.

Mayor Dickert noted the dumpster area is unkempt and needs screening. Following brief discussion, staff recommended the conditions of approval be modified to

address the dumpster enclosure and relocation within the site. The applicant was in agreement with the change.

A motion was made by Alderman Wisner, seconded by Commissioner Durkin, to approve the request subject to conditions as amended. The motion PASSED by a Voice Vote.

4:30 P.M. PUBLIC HEARING**4:30 P.M. PUBLIC HEARING**[0830-16](#)

Subject: (Direct Referral) Review of a request by Tracy Diehl, representing Double Tree Hotels by Hilton, seeking an amendment to the Gaslight Pointe Mixed Use Planned Development to reestablish off-premises signage at 25 Gaslight Drive (Gaslight Pointe Parking Garage). (PC-16) (Res No. 0344-16)

Recommendation of the City Plan Commission on 9-28-16: That the request be approved subject to conditions.

Fiscal Note: N/A

Attachments: [PH Notice - 25 Gaslight Dr. \(Double Tree\)](#)
[\(0830-16\) 25 Gaslight Pointe](#)

The Double Tree hotel is updating their corporate signage and is requesting approval of their proposal. Specifically addressed in this request is a new blade sign they are requesting to install on the northwest wall of the parking structure, and a ground sign in the same vicinity.

Mr. Sadowski presented his analysis of the proposal, the history of signage for this facility, and a general overview of the area in question.

Public Hearing opened: 4:36 p.m.

1. Michael Maierle, 730 Washington Ave. Transit Parking manager and Parking Commission representative. Discussed the one-way street; spoke in support of the requested signage; advised the Parking Commission supports these signs to enhance way finding for hotel guests.

2. Larry Jones, address not provided. Represents the property owners as well as the Hilton Corporation. Noted there is redundancy in having two signs on the same corner; feels the ground sign is the best application to guide traffic down the one-way street; there is a parking agreement in place for Double Tree patrons to utilize the parking garage; feels the signage is needed to better identify the hotels location and market the newly remodeled facility; discussed "corporate identity".

3. Jeff Coe, 1st District Alderman, expressed he feels the sign is too big; made note of the potential arena project and wants to incorporate appropriate advertising for both.

Public Hearing closed: 4:46 p.m.

Discussion ensued. Mayor Dickert prefers a large "P" sign on the ramp and eliminating the blade sign, as he feels it will confuse people. It was confirmed the ground sign height is 7-feet in height to the top trim. Mayor Dickert commented the

arrow at the bottom of the ground sign as proposed will not be seen when there is snow accumulation. The sign company suggested increasing the height up to 9-feet for better visibility. Commissioner Brodek noted she often sees confused motorists trying to get to the hotel and feels the ground sign would be helpful.

Commissioner Veranth verified the amount of signage is within acceptable limits, and supports removal of the blade sign from the proposal and proceeding with the ground directional. Mike Maierle noted an agreement with the Parking Commission will need to be negotiated and fee implemented.

Mayor Dickert stated his preference for the ground sign. The parking garage is not solely for the use of Double Tree and doesn't want to give that impression, and recommended the blade sign not be permitted. Believes some changes to the ground sign can produce better visibility.

Discussion ensued.

A motion was made by Commissioner Veranth, seconded by Alderman Wisner, to recommend approval of the ground sign, subject to conditions as amended. The motion PASSED by a Voice Vote.

Adjournment

Mayor Dickert adjourned the meeting at 4:52 p.m.