



# City of Racine

City Hall  
730 Washington Ave.  
Racine, WI 53403  
[www.cityofracine.org](http://www.cityofracine.org)

## Meeting Minutes - Draft

### City Plan Commission

*Mayor Cory Mason*  
*Mario Martinez*  
*Christina Hefel*  
*Marvin Austin*  
*Alderman Jason Meekma*  
*Trevor Jung*  
*Sam Peete*

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Wednesday, April 10, 2019

4:30 PM

City Hall, Room 205

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#### Call To Order

*Mayor Cory Mason called the meeting to order at 4:30 p.m.*

**PRESENT:** 6 - Cory Mason, Mario Martinez, Christina Hefel, Jason Meekma, Trevor Jung and Sam Peete

**EXCUSED:** 1 - Marvin Austin

#### Approval of Minutes for the March 27, 2019 Meeting

A motion was made by Commissioner Jung, seconded by Commissioner Martinez, to defer the minutes of the March 27th meeting. The motion **PASSED** by a Voice Vote.

#### 4:30 P.M. PUBLIC HEARINGS

[0387-19](#)

**Subject:** (Direct Referral) Request by Habeeb Ali Hasan seeking a conditional use permit for a building addition to accommodate a carryout restaurant at 3024 Rapids Drive. (PC-19)

**Recommendation of the City Plan Commission on 4-10-19:** That the request by Habeeb Ali Hasan seeking a conditional use permit for a building addition to accommodate a carryout restaurant at 3024 Rapids Drive be approved subject to conditions.

**Fiscal Note:** N/A

**Attachments:** [applicant-submittal](#)  
[review and recommendation](#)  
[public-hearing-notice](#)  
[\(0387-19\) CU 3024 Rapids Drive](#)  
[#0387-19 Resolution](#)

*Associate Planner Jeff Hintz introduced the request and reviewed the zoning of the*

*subject and adjacent properties, surrounding land uses and businesses, the comprehensive land use designation for the property, the photos of the site and surrounding area, the map that went out with the public hearing notice, and explained the location of the addition. He stated the property is zoned B3 with a commercial corridor, industrial, and some residential properties surrounding.*

*Hintz showed the floor plan and where the takeout carryout addition would be located. He stated a driveway will be closed which will make the access points as far away from the intersection as possible. He stated the areas that will be closed will be landscaped. Hintz described the other landscaping that will be present on the site. He stated a guard rail that goes around the site that will be removed, and a dumpster enclosure will be built. Hintz informed the Commission that the project was reviewed by the Joint Planning Review Team (JPRT) to ensure that all City Departments had a chance to comment on the proposed addition. Hintz explained the possible actions of the Commission and reviewed the required findings of fact for approval of conditional use permits. He stated the request has met all of the required findings and, based on that, staff is recommending approval of the request, subject to conditions.*

*Mayor Mason opened the Public Hearing at 4:38 p.m.*

*Todd Stachowiak, 413 N. 2nd Street, the architect for the project, spoke in support of the request. He stated he spoke with the owner of the property and they will comply with all of the items that were requested by City staff.*

*Mayor Mason expressed appreciation to Stachowiak for his willingness to comply with the conditions of approval.*

*Mayor Mason closed the Public Hearing at 4:39 p.m.*

**A motion was made by Alder Meekma, seconded by Commissioner Jung, to recommend approval of the request subject to conditions. The motion PASSED by a Voice Vote.**

[0388-19](#)

**Subject:** (Direct Referral) Request by Nathan Knutsen of Tooth Town Dentistry for Kids, seeking a conditional use permit to operate a dental office at 3801 Washington Avenue. (PC-19)

**Recommendation of the City Plan Commission on 4-24-19:** That, based on the required findings of fact, the request by Nathan Knutsen of Tooth Town Dentistry for Kids seeking a conditional use permit to operate a dental office at 3801 Washington Avenue be approved subject to conditions.

**Fiscal Note:** N/A

**Attachments:** [Public Hearing Notice](#)  
[Review and Recommendation](#)  
[Applicant Submittal](#)  
[\(0388-19\) CU 3801 Washington Avenue](#)  
[#0388-19 Resolution](#)

*Hintz introduced the request and reviewed the zoning of the subject and adjacent*

properties, surrounding land uses and businesses, the comprehensive land use designation for the property, the photos of the site and surrounding area, and the map that went out with the public hearing notice. He stated the building has been a dentist office for some time and, even though it is zoned R4 General Residence, it was built and used for commercial use. Hintz explained that the property is located in a residential corridor with the exception of a few commercially used properties that have been around for decades. He stated the property was built in 1941 as a dentist office and the request would use it as the same. Hintz showed the floor plan for the site and a rendering of the proposed monument sign.

Hintz explained that an internally illuminated sign is being requested for the property and explained the signage rules for properties through the Constantine amendment. He stated the sign would be allowed by the ordinance with the exception of the internal illumination. The sign would also have to be scaled down by 12 percent of the requested height. He stated the Commission should discuss whether or not the sign is too intrusive for a residential area.

Hintz explained, aside from the internal illumination of the signage, the site does meet the development standards. Hintz explained the possible actions of the Commission and the required findings of fact for approval of conditional use permits. He stated staff has found the application to meet all of the required findings of fact and is recommending approval subject to conditions.

Hintz discussed the signage that would be allowed at the site and what staff is recommending in the conditions of approval.

Mayor Mason stated he has some concerns regarding the sign considering it is in a residential neighborhood and asked staff to discuss further.

Hintz stated that the base is not factored in the size of the sign; however, the overall height is proposed to be five feet by six feet, the signage itself is proposed to be 18 square feet. He stated the ordinance would allow the type of sign since this is a corner property, however, the allowed size would be 16 square feet. He stated the proposed sign would have to be reduced 12 percent to be 16 feet. Hintz stated the residential character and size of the property gives the Commission the ability to recommend to the Common Council different signage to preserve the residential look.

Commissioner Hefel questioned whether the branding of the sign is a franchise. She stated the sign stands out from a color and font standpoint against the neutrality of the building.

Mayor Mason stated he was concerned about the size of the proposed sign in a residential neighborhood.

Commissioner Martinez stated the size of the sign matches the street and works well with Washington Avenue and does not think it needs to be smaller.

Commissioner Jung echoed the comments of Commissioner Hefel and stated that the previous sign of the former owners of the property matched the building and the neighborhood. He stated the Commission should consider whether or not the character of the neighborhood should be kept.

The Public Hearing opened at 4:53 p.m.

*Jon Klema, Michael's Signs, 3914 S. Memorial Drive and 8732 Blue Spruce Court, gave history on his involvement with the sign. He stated he reached out to City staff for feedback to create the style of the sign that is currently before the Commission. He stated his client already accepted the sign and the colors of the sign itself will be an offset of what the building colors are.*

*Klema showed the Commission a rendering of what the sign would like. He stated as he understands, the ordinance would allow the sign to be uplighted which would illuminate the entire sign. He stated the request is just for the logo and the text to be illuminated. He stated he was taken aback when he received staff's decision on the sign because he felt the City was involved with the design of the sign.*

*Natalie Bissenger, 5345 Windpoint Road, spoke in support of the request. She stated her husband owns the building currently and purchased the building and the business from the original owner. He now would like to sell to another dentist office. She stated they were unaware of the zoning requirements and she stated she is there to answer any questions.*

*Rhonda Elquist, 5600 West Brown Deer Road, Brown Deer, WI, spoke in support of the request. She stated they are the potential purchasers of the property and were unaware of the zoning requirements for the building; they just thought they were purchasing a dental office. Elquist stated they do just see children, so the signage is a part of their logo and branding. She stated they want the signage to be bright, colorful, and happy so that children are not afraid of going to the dentist.*

*The Public Hearing closed at 5:00 p.m.*

*Mayor Mason suggested a motion of deferral with a continuance of the public hearing to the next meeting until the issue of signage can be resolved.*

**A motion was made by Alder Meekma, seconded by Commissioner Peete, to defer the request with a continuance of the public hearing to the next meeting. The motion PASSED by a Voice Vote.**

[0269-19](#)

**Subject:** (Direct Referral) Request by Eihab Atout of Bravo Realty seeking a major amendment to a conditional use permit for the comprehensive reconstruction of a building associated with a daycare facility at 1816 Sixteenth Street. (PC-19)

**Attachments:** [Public Hearing Notice](#)  
[Review and Recommendation](#)  
[Revised Applicant Submittal](#)  
[1816 - 16th Design Alternatives](#)

*Assistant Director Matt Sadowski gave a brief overview of the request. He stated the request has been before the Commission at its past three meetings and staff has been trying to work through the concerns of and the potential enhancements to the building with the applicant.*

*Sadowski stated additional photos were sent to the applicant of ideas on how to enhance the building. He reoriented the Commission on the location, zoning, surrounding zoning, and the current design of the building. He stated the reason this is before the Commission is because what was built is not what was approved by staff and through the permitting process. Sadowski showed potential enhancements to the*

site incorporating the discussions had with the Commission at the previous meeting. Sadowski explained the suggested design modifications such as using mortar less brick on the east, west, and north sides of the building in the 8 foot zone to protect the cementitious panels that were installed, adding an accent band to the building, adding an entrance awning on the south and north sides of the building, adding a parapet cornice that is 4-6 inches wide, adding corner accent lights, and having the sign below the second floor window. Sadowski informed the Commission that what is being shown is not the final design for approval rather a suggested design and ideas for the building. Sadowski showed and explained six different alternatives of design for the building (attached as 1816 – 16th Street Design Alternatives). He stated the alternatives were sent out to the applicant last week.

Sadowski showed the sample designs that were sent to the applicant on Monday. He stated it is not to suggest that the building has to be transformed to look like the samples that were sent, just to give the applicant ideas of how to enhance the building.

Sadowski explained the possible actions of the Commission, however, revised drawings have not yet been submitted. He stated staff is recommending deferral of the item with a continuance of the public hearing.

Mayor Mason opened the public hearing at 5:10 p.m.

Mercedes, registered to speak however misunderstood what the item was for and did not wish to speak.

Eihab Atout, 2400 W. Ryan Road, Oak Creek, WI, stated William Morris could not make the meeting, however, they will present the enhancements and elevations to the building at the next meeting.

Mayor Mason closed the public hearing at 5:12 p.m.

**A motion was made by Commissioner Jung, seconded by Commissioner Peete, to defer the request with a continuance of the public hearing to the May 8th City Plan Commission meeting. The motion PASSED by a Voice Vote.**

## END OF PUBLIC HEARINGS

[0390-19](#)

**Subject:** (Direct Referral) Request by Keith and Kathleen Meyer, seeking a minor amendment to a conditional use permit to install replacement signage for The Covenant at Murray Mansion at 2219 Washington Avenue. (PC-19)

**Attachments:** [applicant-submittal](#)  
[review and recommendation](#)

Hintz explained the request for a minor amendment for signage. He stated the application. He stated that the request is a minor amendment as the intent of the development is not changing. He showed where the two existing signs are located on the property. He stated the location of the sign is not changing, the appearance of the sign itself is changing. He stated the facility is a banquet facility that is able to houses guests. Hintz reviewed the zoning of the subject and adjacent properties, surrounding land uses and business, the comprehensive land use designation for the property and the photos of the site and surrounding area. He stated the property is zoned Office with a Flex Development. He stated the general area is zoned R4 and R3.

*He showed the existing signage for the property and the proposed monument style signage. Hintz explained the possible actions of the Commission and the required findings of fact for approval of conditional use permits. He stated staff recommends approval of the minor amendment subject to conditions a. – d.*

**A motion was made by Commissioner Hefel, seconded by Commissioner Jung, to approve the request subject to conditions a. – d. The motion PASSED by a Voice Vote.**

### [ZOrd.0002-19](#)

### Zoning Ordinance 0002-19 - Small Wireless Facility Aesthetics

**Attachments:** [Agenda Briefing Memorandum 1336-18](#)

[#Zoning Ordinance 0002-19 - Small Wireless Facility Aesthetics 2019-04-12](#)

*Mayor Mason reminded the Commission that we are under federal deadline and need approval of the ordinance to occur by April 15th or we are prohibited from having standards under the new federal rules.*

*Hintz provided a quick timeline regarding the ordinance. He stated the changes that were discussed at the previous meeting were made. He stated the ordinance is broken up into definitions, facilities exempt from regulations, (e.g. emergency truck mounted type equipment – police, fire, etc.), small wireless facilities outside of the right-of-way (ROW) in buildings – not in buildings would be a CUP for a tower – small wireless facilities within the ROW, and rules that apply to all small wireless facilities installations. He stated conduit wiring is to be placed inside of the pole or encased in a sleeve that matches the color of the pole. He briefly described the requirements within each topic as stated in the attached ordinance. He stated wording includes clearance in streets and alleyways and that language was added regarding cobblestone poles that would allow placement at the top of the pole; however, due to structural concerns the industry standards may not allow it. Hintz stated a part was removed in the ordinance about treating the alleyways differently. He stated the rules for the street ROW will be consistent with the alleyway placement.*

*He stated that new installations, if in a design district, will be reviewed by that district (e.g. Landmarks Preservation Commission, Downtown Area Design Commission) and all small cell installations have restrictions on signage and stickers, restricting them to safety and warning signs only to be placed facing towards the street or the underside of the antenna.*

*The final part of the ordinance is final administrative language.*

*He stated that the staff recommendation is to adopt the ordinance as presented.*

**A motion was made by Commissioner Jung, seconded by Alder Meekma, to recommend adoption of ZOrd. 0002-19. The motion PASSED by a Voice Vote.**

### Adjournment

*There being no further business, the meeting adjourned at 5:25 p.m.*