



City of Racine Meeting Minutes

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

Downtown Area Design Review

*Chairman Richard Christensen, Alderman Jeff Coe
Brian O'Connell, Robert Hartmann, Emile Mathis
Gary Wolfe, Micah Waters, Margo Mazur*

Thursday, September 6, 2007

4:30 PM

Room 301, City Hall

Chairman Richard Christensen called the meeting to order at 4:31 p.m.

PRESENT: 6 - Jeff Coe, Richard Christensen, Robert Hartmann, Gary Wolfe, Brian O'Connell and Micah Waters
EXCUSED: 2 - Emile Mathis and Margo Mazur

Approval of Minutes for the August 2, 2007] Meeting

A motion was made by Brian O'Connell, seconded by Robert Hartmann, to Approve the Minutes that the minutes be approved, subject to a correction indicating that Brian O'Connell was the acting chair. The motion **PASSED** by a Voice Vote.

[07-1006](#)

Subject: (Direct Referral) Review of a street level facade remodeling project for Sharon and Keith Seib at 401 Sixth Street (including 606 College Avenue).

Recommendation of the Downtown Area Design Review

Commission on 8-02-07: That the plans submitted by Sharon and Keith Seib for a façade remodeling project at 401 - 6th Street be approved, subject to the following conditions:

- a. That the plans presented to the Downtown Area Design Review Commission on June 7, 2007 be approved subject to the following conditions.
- b. That large pane windows be utilized on the College Avenue and Sixth Street frontages as discussed with the Commission on this date.
- c. That a grade to lintel glass door be used for the Sixth Street entrance.
- d. That a hold harmless agreement be entered into between the building owner and the City if improvements illustrated in the approved plans project into public rights-of-ways.
- e. That all signs be professionally made, comply with all applicable ordinances, and be submitted to the Downtown Area Design

Review Commission for review and approval.

- f. 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 Downtown Area Design Review Commission.

Action on this File is reflected in File 07-1233.

07-1233

Subject: (Direct Referral) Review 606 College Avenue of a street level facade remodeling project for Sharon and Keith Seib at 401 Sixth Street.

Recommendation of Downtown Area Design Review on 9-06-07:

that the street level facade remodeling for Sharon and Keith Seib at 606 College Avenue be approved, subject to the following conditions:

- a. That the plans presented to the Downtown Area Design Review Commission on September 6, 2007 be approved subject to the following conditions.
- b. That the rosettes in the lintel be centered beneath the upper windows, and that the glass be clear in color.
- c. That all permits be applied for.
- d. That a hold harmless agreement be entered into between the building owner and the City if improvements illustrated in the approved plans project into public rights-of-ways.
- e. That all signs be professionally made, comply with all applicable ordinances, and be submitted to the Downtown Area Design Review Commission for review and approval.
- f. 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 Downtown Area Design Review Commission.

Keith Seib distributed dimensioned facade drawings to Commission members to supplement packet information for 606 College Avenue. He described materials and accents. He stated that the glass would be clear, and he agreed to center the rosettes in the steel lintel beneath each window opening above.

A motion was made by Robert Hartmann, seconded by Alderman Jeff Coe, that this item be Approved, subject to the listed conditions in the recommendation. The motion PASSED by a Voice Vote.

07-1119

Subject: (Direct Referral) Review of plan amendment for building badge preservation and display at 300 Wisconsin Avenue for the Journal Times.

Recommendation of the Downtown Area Design Review on 9-06-07:

That the plan amendment for building badge preservation and display at 300 Wisconsin Avenue for the Journal Times be approved, subject to the following conditions:

- a. That the plans presented to the Downtown Area Design Review Commission on September 6, 2007 be approved subject to the following conditions.
- b. That all permits be applied for.
- c. 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 Downtown Area Design Review Commission.

Fiscal Note: N/A

Richard Johnston described the proposal to move the badge from the building to the fence. Also, he suggested that the fire department badge be used in place of the City Garage badge.

A motion was made by Micah Waters, seconded by Gary Wolfe, that this item be Approved, subject to the listed conditions in the recommendation. The motion PASSED by a Voice Vote.

07-1120

Subject: (Direct Referral) Review of sign plan for Chartroom Charlie's at 209 Dodge Street.

Recommendation of the Downtown Area Design Review on 9-06-07:

That the sign plan for Chartroom Charlie's at 209 Dodge Street be approved, subject to the following conditions:

- a. That the plans presented to the Downtown Area Design Review Commission on September 6, 2007 be approved subject to the following conditions.
- b. That all permits be applied for.
- c. That a like for like letter replacement of individual letting is an acceptable alternative to their replacement with the new sign panels.
- 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 Downtown Area Design Review Commission.

Fiscal Note: N/A

Ron Fredericksen of Chartroom Charlie's described sign materials, production and installation methods. He stated that the signs would be non-illuminated. He asked for the option to be able to change out existing letters, like for like, rather than installing the new sign panels.

Principal Planner Sadowski provided supplemental information to help clarify the subject building elevations and other locations on the property where signs would be removed or installed.

A motion was made by Brian O'Connell, seconded by Robert Hartmann, that this item be Approved, subject to the listed conditions in the recommendation. The motion PASSED by a Voice Vote.

07-1121

Subject: (Direct Referral) Review of sign plan for Phegley, Laufenberg & Jensen at 308 Sixth Street.

Recommendation of the Downtown Area Design Review on 9-06-07:

That the sign plan for Phegley, Laufenberg & Jensen at 308 Sixth Street be approved, subject to the following conditions:

- a. That the plans presented to the Downtown Area Design Review Commission on September 6, 2007 be approved subject to the following conditions.
- b. That a 3.5 inch to 4.5 inch letter height is acceptable for window lettering.
- c. That all permits be applied for.
- d. That a hold harmless agreement be entered into between the building owner and the City if improvements illustrated in the approved plans project into public rights-of-ways.
- e. That all signs be professionally made, comply with all applicable ordinances, and be submitted to the Downtown Area Design Review Commission for review and approval.
- f. 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 Downtown Area Design Review Commission.

Fiscal Note: N/A

Micah Waters excused himself from the Commission and provided purely factual information pertaining to the proposed design.

Craig Shaub of Dig-It-All Signs described the proposal, design, materials and intent.

Discussion ensued regarding the size of lettering and font to be used on the sign panel

and window lettering.

A motion was made by Robert Hartmann, seconded by Alderman Jeff Coe, that this be Approved. The motion PASSED. by a Voice Vote.

07-0838

Subject: (Direct Referral) Review design concepts for a mixed-use development at 73 Eight Street (Southeast corner of Lake Avenue and Eighth Street).

Recommendation of Downtown Area Design Review on 7-12-07:

That this item be deferred.

Recommendation of Downtown Area Design Review on 9-06-07:

That this item be deferred.

Ramona Ydunate of ARC, project architects, presented a building massing study conducted for the site for which three alternative forms were presented; all suggesting variations in architectural styles (International, Art Moderne/Deco, and Modern/Bauhaus). She explained that the common feature in all is two 12 story residential towers flanking a single 15 story hotel tower. Commission members expressed their preferences and observations.

In response to Commissioners' questions and concerns regarding the building's height, Robert Watring explained that the height was needed to achieve economic viability for the project.

In response to Micah Waters, Director O'Connell explained that the Commission may advise on height as it affects building massing and relationships with neighboring properties, but the final decision on height rest with the Plan Commission. He stated that the Commissions preview is building design, as influenced by height.

In summary, Commission members were encouraged by the progress made in vetting design alternatives. Ramona stated that she would continue plan refinements based on Commissions' concerns and comments.

A motion was made by Robert Hartmann, seconded by Gary Wolfe, that this item be Deferred. The motion PASSED by a Voice Vote.

Adjournment

There being no further business before the Commission and hearing no objection, Acting Chairman O'Connell adjourned the meeting at 5:45 p.m.

Respectfully submitted,

*Matthew G. Sadowski, Secretary
Principal Planner*