



City of Racine

City Hall
730 Washington Ave.
Racine, WI 53403
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Meeting Minutes - Final City Plan Commission

*Mayor John T. Dickert, Alderman Gregory Holding
Atty. Jud Wyant, Atty. Elaine Sutton Ekes
Vincent Esqueda, Brent Oglesby, Eric Marcus*

Wednesday, March 31, 2010

4:15 PM

City Hall, Room 209

Call To Order

Mayor Dickert called the meeting to order at 4:15 p.m.

PRESENT: 7 - John Dickert, Elaine Sutton Ekes, Vincent Esqueda, Gregory Holding, Brent Oglesby, Jud Wyant and Eric Marcus

Others present: Brian O'Connell, Director of City Development
Matt Sadowski, Principal Planner
Jill Johanneck, Associate Planner
Rick Heller, Chief Building Inspector

Note: Mayor Dickert left the meeting at 5:00 p.m. and Alderman Holding chaired the meeting.

Approval of Minutes for the February 10 and February 24, 2010 Meetings.

A motion was made by Commissioner Esqueda, seconded by Commissioner Oglesby, to approve the minutes of the February 10 and February 24 meetings. The motion PASSED by a Voice Vote. Commissioner Marcus abstained from the vote as he was not present for either meeting.

10-4927

Subject: (Direct Referral) Request from Ruben Martinez for a minor amendment to a conditional use permit to allow tire repair at a mixed-use development at 1442 N. Memorial Dr., Building 3.

Principal Planner Sadowski introduced the request to allow tire repair at 1441 N. Memorial Dr., Building 3. The use would occupy 700 square-feet within a 4,700 square foot building.

A motion was made by Commissioner Esqueda, seconded by Commissioner Wyant, that this item be approved, subject to staff recommendations and to correct the spelling of the applicant name to "Ruben". The motion PASSED by a Voice Vote.

10-4928

Subject: (Direct Referral) Request from Shannon Curtin of Flooring Supercenter for an interchangeable banner signage installation at 5820 Durand Avenue.

Principal Planner Sadowski introduced the request for banner signage at 5820 Durand Ave. The banners would be used for short amounts of time to advertise sales and such.

The store operator, Shannon Curtin of the Flooring Super Center spoke in favor of the request.

A motion was made by Commissioner Wyant, seconded by Commissioner Esqueda, that this item be approved subject to staff recommendations with changes to d. to limit the square footage to 240, and to eliminate the portion reading "188 square feet for 5 signs". Also, eliminate e. as written and replace with "[t]he applicant shall meet any regulations as imposed by the property owner". Also, the word "conditions" was added to the end of item i. The motion PASSED by a Voice Vote.

4:30 P.M. PUBLIC HEARINGS**4:30 P.M. PUBLIC HEARINGS****10-4929**

Subject: (Direct Referral) Request from Mary Kowalski of American Sign Factory, representing Tri City National Bank, for a conditional use permit for an electronic message center at 2704 Lathrop Avenue. (Res.10-1955)

Recommendation of the City Plan Commission on 3-31-10: That the item be approved subject to conditions.

Fiscal Note: N/A

Attachments: [PH Notice - 2704 Lathrop Ave.](#)
[\(10-4929\) CUP 2704 Lathrop Ave](#)

Public hearing opened at 4:40 p.m.

Associate Planner Johanneck described the request of Tri City National Bank at 2704 Lathrop Avenue to eliminate the time/temperature sign band that exists on the existing pole sign, and the request to replace the band with three new LED message boards to allow other messages, such as CD rates and other bank related information. There will be no LED on the west side of the sign as it faces residential.

The applicant, Mary Kowalski, of American Sign Company spoke in favor of the sign change and provided additional detail on the changes.

Public hearing closed 4:45 p.m.

A motion was made by Commissioner Marcus, seconded by Alderman Holding, to recommend approval of the request subject to staff recommendations. The motion PASSED by a Voice Vote.

10-4930

Subject: (Direct Referral) Request from Bob Stell of Lemberg Electric Co. Inc. representing Walgreens Corp., for a conditional use permit for an electronic message center at 819 N. Memorial Drive.

Attachments: [PH Notice - 819 N. Memorial Dr.](#)

Public hearing opened at 4:46 p.m.

Principal Planner Sadowski explained the request for a new message center sign for the Walgreens at 819 N. Memorial Dr. to replace the existing pole sign. He advised that the applicant was not present and requested to defer the item to the next Plan Commission meeting.

Public hearing closed at 4:50 p.m.

A motion was made by Alderman Holding, seconded by Commissioner Sutton-Ekes, that this item be deferred. The motion PASSED by a Voice Vote.

Administrative Business

Work In Progress

a. Electronic/pixilated Signs - Draft Language

Associate Planner Johanneck introduced discussion regarding the draft amendment to Article X of the Zoning Code concerning signage for electronic, or pixilated signs. Suggestions were made of staff concerning changes to the language and requests were made for information from WISDOT or other organizations that are neutral on the subject of these types of signs. Jon Klema of Michael's Signs was allowed to speak on the proposed regulations.

b. Zoning Ordinance Re-write - Timeline

Principal Planner Sadowski reviewed the proposed timeline for the zoning ordinance re-write, which is planned to be done by October of 2010. Some discussion was held amongst the Commission, Planning staff and the Chief Building Inspector.

Adjournment

There being no other business, Alderman Holding adjourned the meeting at 5:30 p.m.