



City of Racine

City Hall
730 Washington Ave.
Racine, WI 53403
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Meeting Minutes - Draft

City Plan Commission

*Mayor John Dickert, Alderman Dennis Wiser,
Molly Hall, Vincent Esqueda, Tony Veranth,
Pastor Melvin Hargrove, Attorney Tom Durkin*

Wednesday, February 10, 2016

4:30 PM

City Hall, Room 205

Call To Order

Mayor John Dickert called the meeting to order at 4:32 p.m.

PRESENT: 6 - Vincent Esqueda, John Dickert, Melvin Hargrove, Dennis Wiser, Tony Veranth and Tom Durkin

EXCUSED: 1 - Molly Hall

Others Present:

*Matt Sadowski, Interim Director/Assistant Director
Jill Johanneck, Associate Planner*

Approval of Minutes for the January 27, 2016 Meeting

A motion was made by Alderman Wiser, seconded by Commissioner Esqueda, to approve the minutes of the January 27, 2016 meeting. The motion passed by a voice vote.

4:30 P.M. PUBLIC HEARINGS

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[0107-16](#)

Subject: (Direct Referral) A request by Racine Joint Venture, LLC for a major amendment to the Regency Mall conditional use permit to allow for façade and landscape changes to locate a Planet Fitness at 5502 Durand Avenue. (PC-16) (Res No. 0059-16)

Recommendation of the City Plan Commission on 2-10-16: That the item be approved subject to conditions.

Fiscal Note: N/A

Attachments: [PH Notice - 5200 Durand Avenue](#)

Associate Planner Jill Johanneck reviewed the request for the Commission. Planet Fitness operates as a 24/7 facility and is proposing to locate between HH Gregg and Burlington Coat Factory within Regency Mall. The facility will occupy 18,000 sq. ft. of area, resulting in the elimination of five (5) interior minor tenant spaces and size modification of four (4) others. Further information was provided related to façade modifications, parking, addition of landscaping, and more.

Access to the facility is proposed via an adjacent mall through entryway. To ensure foot traffic is unable to access the interior mall, a gate is proposed within the entry concourse to block access upon mall closing hours. Further detail on the gate, as well the internal and external security plan, will be provided for full review and approval.

Further operational information was discussed, and an analysis of conditional use standards for the project was presented.

Public Hearing opened: 4:51 p.m.

No speakers

Public Hearing closed: 4:51 p.m.

Discussion ensued. Mayor Dickert verified with the applicant representative, Mr. Jeff Allen, that security measures will be provided as required. Commissioner Veranth inquired about the signage shown on the rendering presented, as it appears very large. Ms. Johanneck stated the signage measurements were not provided, and the signage as shown is for illustrative purposes only, not for approval. Further, signage will be reviewed in conjunction with all applicable criteria and standards prior to approval or issuance of sign permits.

A motion was made by Alderman Wisner, seconded by Commissioner Esqueda to recommend approval of the request subject to conditions as modified. The motion passed by a voice vote.

[0108-16](#)

Subject: (Direct Referral) A request by Nicholas J. Infusino, representing Bill Moore & Associates Graphics, Inc. for exceptions to the Regency Mall Planned Development sign standards to permit signage exceeding the total square footage allowed for Ross Stores, Inc. (PC-16)

Attachments: [PH Notice - 5538 Durand Avenue](#)

Assistant / Interim Director Matt Sadowski provided an overview of the area, photos, zoning, surrounding land uses, and location of Ross within the mall property. Signage is being requested on the west and south side of the tenant space and deviates from several of the existing Regency Mall sign standards.

An alternative was presented by Mr. Sadowski which would bring the request in line with current criteria. This includes removing the tag line "Dress For Less" to reduce square footage, lines of text, and to meet display standards. Reference was made to two (2) recently approved freestanding signs which will provide Ross an additional 42 sq. ft. of signage not counted towards the allowed allocation. Mr. Sadowski explained the signs were approved based on recognition that the mall tenancy is transitioning and expanding. The new signs provide additional signage allocation, with street visibility, which never existed before. Still, new tenants have continued to ask for more signage and relief from current standards.

He summarized this request exceeds the allocated sign allowance by 261.75 sq. ft., exceeds amount of signage allowed per elevation, deviates from location requirements, exceeds sign band width requirements, exceeds lines of text allowed, and requests a tag line where the standards only allow for the trade name.

Several exceptions to the current standards were granted to HH Gregg, the initial large tenant modification, in 2011. At that time, staff requested the mall present an

updated comprehensive sign package to help eliminate continual deviation requests. This has yet to be provided, and said requests have continued as a result. Staff recommendation is to deny the request as submitted.

Public Hearing opened: 5:00 p.m.

Though no public comments were made, discussion ensued. Mayor Dickert inquired on the status of the comprehensive sign package for the mall, stating it needs to get done to avoid tenants continually coming to staff and the Commission requesting exceptions, to avoid setting precedence in reviews and avoid potential lawsuits. Mr. Jeff Allen, mall representative, was unable to provide an update. Mayor Dickert requested it be expedited quickly as there has been adequate time provided. Mr. Allen advised he will work on the request.

Mr. Nicholas Infusino, the applicant, discussed Ross's signage request, corporate standards, expressed concerns the sign package requirement will 'hold them up', and that the alternative presented by staff eliminates the tag line which is part of Ross store's corporate logo and identity. Discussion continued about the varying standards within the existing sign criteria, need for a comprehensive approach to signage review, and timeframes for review. Mayor Dickert summarized the discussion and advised Mr. Infusino the City will work diligently with the mall on resolution, but it is the malls responsibility to initiate a proposal before anything can be done.

Mr. Sadowski advised the original standards were approved in 1981, and revised in 2004. Commissioner Durkin noted Dunham's Sports appearance before the Commission in October included signage issues, and noted their attempts to contact the mall for information on when the standards were going to be revised. Addressing Mr. Allen, Commissioner Durkin asked what has occurred since then. Mr. Allen stated they haven't started the process because of potential future plans, but could not comment further. Commissioner Durkin discussed how lack of action could result in continuing requests for exceptions and delays for tenants, and asked if the mall plans on putting something together. Mr. Allen advised he will take this information back to his supervisor and those he works with to explain the situation.

A motion was made by Commissioner Veranth, seconded by Commission Esqueda to defer the request. The motion passed by a voice vote.

Administrative Business

None.

Adjournment

Mayor Dickert adjourned the meeting at 5:18 p.m.