



City of Racine

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

Meeting Minutes - Final

Planning Heritage and Design Commission

Monday, August 14, 2023

4:30 PM

City Hall, Room 205

Call To Order

In Mayor Mason's absence, Commissioner Jung chaired the meeting.

PRESENT: 4 - Jones, Hefel, Alder Peete and Jung

EXCUSED: 2 - Mayor Mason and Kohlman

Approval of Minutes for the July 17, 2023 Meeting.

A motion was made by Alder Peete, seconded by Hefel, to approve the July 17, 2023 Minutes. The motion **PASSED** by a voice vote.

Approval of Minutes for the July 25, 2023 Meeting.

A motion was made by Alder Peete, seconded by Hefel, to approve the July 25, 2023 minutes. The motion **PASSED** by a voice vote.

4:30 P.M. PUBLIC HEARINGS

[0821-23](#)

Subject: Consideration of a request from the West Racine Alliance for the creation of a Business Improvement District for the West Racine commercial area.

Recommendation of the Planning, Heritage, and Design Commission on 08-14-23: That the operating plan be adopted.

Fiscal Note: N/A

Attachments: [Staff Memo](#)
[Proposed Operating Plan](#)
[Hearing Notice](#)
[Opposition Petitions](#)

Jeff Hintz, Planning Manager, presented the item. He showed the proposed BID boundary and gave history of the West Racine BID that closed in 2011. He also elaborated on what the BID funds could be used for.

Jung opened the public hearing at 4:42 p.m.

Chris Chivilek, 1212 Lathrop Avenue, spoke on behalf of the West Racine Alliance

(WRA). Their mission is to advance business of West Racine. The BID will provide a way for businesses to work together to improve the economic development, vitality, value and aesthetic enhancement. He stated West Racine is the gateway to the City of Racine and the BID will help create a great first impression with green spaces and improved parks.

Linda Rosenthal, member of WRA, stated the BID will offer more opportunities creating a warm, safe, and shoppable market.

Dan Taivalkoski, of 1313 Douglas Avenue, stated that he owns 3720 Douglas Avenue, and that he has an issue with the residential properties being in the West Racine BID because it's against state statute. Stated he supports the BID but the residential properties don't belong.

Jon Schneider, 1254 West Boulevard, stated he doesn't think the enforcement of the BID is an appropriate approach and that people go to West Racine businesses for the business not a BID.

Ray Leffler, 111 Laplighter Ln, owns 1020 West Boulevard, stated he was involved in the last BID. Further, that he sees the value in the premise but it's important that the BID benefits everyone.

David Volz, co-owner of 3620 Washington Avenue, stated that he doesn't agree with the parcel being a part of the plan.

Karen Sorenson, 4144 Bristol Place, owns 3201 & 3208 Washington Avenue. She questioned which property owners actually are in support of the BID and if renters are willing to pay more rent. She stated she pays \$500.00 for parking lots. She stated she has been approached to help get rid of BIDs.

Collette Schaefer, 8219 - 4 Mile Rd., owns 1226 Lathrop Avenue, stated that she likes the idea but in reality it won't work. Further, that the City needs to be made safe before it can be made beautiful.

Rick Schaefer, 1226 Lathrop Avenue, stated that tenants were solicited by neighbors for the BID and he is opposed to the BID.

John Dunk, 3618 Hennepin Place, owns business at 3207 Washington Avenue, stated he came to listen because he doesn't see the value in it. He stated there are benefits but it could have been thought out longer.

Renee Kelly, District 13 Alder., stated she has sat through many BID Board meetings and it is the Board that would make decisions not West Racine Alliance. She stated many expressed they wanted something like this in the area.

Patrick Nies, 2725 Washington Avenue, stated he didn't receive a petition and wanted to know if residential properties would be assessed as part of the BID. Further, that there are enough "special assessments" on their taxes and stated Festival Hall just sits there. Lastly, he is against the BID.

Alder. McCarthy stated he understands the concerns posed and asked for technical clarification on the residential issue being posed and more details on the BID process.

There being no further speakers from the public, Jung closed the public hearing at 5:17 p.m.

Jung stated that he hears the public's concerns about residential properties.

Hintz stated that the residential properties included are multi-unit properties with 4 or more units and that the Attorney's Office confirmed this is allowed. He stated that a petition, in these terms, is any business owner in the BID can start the process. More specifically, the owner of 1212 Lathrop Avenue kick started this process. Also, that commercial would be assessed.

Alder. Peete stated that staff clarified very well.

Discussion after the motion, before the vote.

In response to Alder. McCarthy's question of the appeal process, Jeff Hintz stated it's unclear in the State Statute.

A motion was made by Alder Peete, seconded by Jones, to recommend that the Common Council adopt the operating plan. The motion PASSED by a voice vote.

[0822-23](#)

Subject: Consideration of a request from Jessie Salas-Staples for a conditional use permit to operate a tattoo studio at 1861 Taylor Avenue, as allowed by Sec. 114-448 of the Municipal Code.

Attachments: [Review & Recommendation](#)
 [Public Hearing Notice](#)
 [Applicant Submittal](#)

Michelle Cook, Associate Planner, presented the request. She showed aerial photos, street view images and the proposed floor plan. She stated that the property has dedicated parking spaces. The applicant seeks to utilize the existing commercial space, zoned B-1, addressed as 1861 Taylor Avenue as a tattoo studio. The studio will be open Monday thru Saturday from 12 pm – 7 pm. The studio will have up to 4 employees. She stated staff is recommending approval of the request, subject to conditions a. – h.

The public hearing opened at 5:31 p.m.

There being no public speakers, the public hearing closed at 5:32 p.m.

A motion was made by Hefel, seconded by Alder Peete, to approve the conditional use permit for a tattoo parlor at 1861 Taylor Avenue, subject to conditions a. - h. The motion PASSED by a voice vote.

[0823-23](#)

Subject: Consideration of a request from Eugene Ynocencio for a conditional use permit to operate a take-out carry-out restaurant at 1949 State Street as allowed by Sec. 114-468 of the Municipal Code.

Attachments: [Review & Recommendation](#)
 [Public Hearing Notice](#)
 [Applicant Submittal](#)

Steven Madsen, Associate Planner, presented the request. He showed aerial, street view images and the proposed floor plan. The application contemplates having a takeout restaurant that would operate Thursday – Sunday from 12 pm – 9 pm. The site would operate for takeout food only and would have the additional two 250 gallon offset smokers in accessory structures outside of the main structure. He stated that staff recommends approval of the request, subject to conditions a. – h.

The public hearing opened at 5:39 p.m.

There being no public speakers, the public hearing closed at 5:40 p.m.

A motion was made by Hefel, seconded by Jones, to approve the conditional use permit for a take-out carryout restaurant at 1949 State Street, subject to conditions a. - h. The motion PASSED by a voice vote.

END OF PUBLIC HEARINGS - Applicants may address the Commission if called upon.

[0824-23](#)

Subject: Consideration of a request from Saul Sanchez seeking to change the comprehensive plan land use map from High-Density Residential to Industrial for the purpose of establishing a contractor shop and yard at the property addressed as 921 S. Memorial Drive.

Recommendation of the Planning, Heritage, and Design Commission on 08-14-23: That the request be denied.

Fiscal Note: None.

Attachments: [Review & Recommendation](#)
[Applicant Submittal](#)

Hintz presented the request. The application is the first step of three which the applicant would need to have approved for this business to legally occupy the property; a land use map amendment (this application), rezoning from residential to industrial, and a conditional use permit are the three steps (in that exact order) to establish the proposed business on this property. He stated staff recommends denial of the request because it doesn't align with the land use plan.

Alder. Jones asked how many homes are on this side of the street. Jeff Hintz responded that there are several and across the street is commercial.

A motion was made by Hefel, seconded by Jones, to deny the request to amend the comprehensive plan designation for 921 S. Memorial Drive from high density residential to industrial. The motion PASSED by a voice vote.

[0825-23](#)

Subject: Consideration of a request from Steve Kirkpatrick, representing BMO, for review and approval of signage at 1 North Main Street.

Attachments: [Recommendation](#)
[Design Review](#)
[Applicant Submittal](#)

Madsen presented the request. He stated that 1 Main Street is changing their signage from BMO Harris to BMO. He stated that the proposed signage complies with all zoning size requirements. Originally, the signage was illuminated but it was changed based on staff's recommendation. Madsen stated that staff recommends approval of the request, subject to conditions A. – C.

A motion was made by Jones, seconded by Hefel, to approve the plans for signage at 1 Main Street, subject to conditions A. - C. The motion PASSED by a voice vote.

[0826-23](#)

Subject: Consideration of a request from Ben Counterman of Fastsigns of Racine, representing Divine Melanin Beauty Supply LLC, for review and approval of signage at 422 Main Street.

Attachments: [Recommendation](#)
 [Design Review](#)
 [Applicant Submittal](#)

Hintz presented the item. He stated that the signage complies with all zoning size requirements. Lastly, that staff recommends approval of the request, subject to conditions A. – C.

A motion was made by Jones, seconded by Hefel, to approve the plans for signage at 422 Main Street, subject to conditions A. - C. The motion PASSED by a voice vote.

Adjournment

There being no further business, Jung adjourned the meeting at 5:59 p.m.

If you are disabled and have accessibility needs or need information interpreted for you, please contact the City Development Office at (262) 636-9151 at least 48 hours prior to this meeting.