



City of Racine

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

Meeting Minutes - Final City Plan Commission

*Mayor Thomas Friedel, Alderman Gregory Holding
Atty. Jud Wyant, Elaine Sutton Ekes
Vincent Esqueda, Brent Oglesby, Eric Marcus*

Wednesday, April 8, 2009

4:30 PM

City Hall, Room 205

Call To Order

Mayor Friedel called the meeting of the Plan Commission to order at 4:30 p.m.

PRESENT: 5 - Elaine Sutton Ekes, Vincent Esqueda, Gregory Holding, Eric Marcus and Thomas Friedel

EXCUSED: 2 - Brent Oglesby and Jud Wyant

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

Approval of Minutes for the March 25, 2009 Meeting

A motion was made by Commissioner Esqueda, seconded by Alderman Holding, to approve the minutes of the March 25, 2009 Plan Commission meeting. The motion PASSED by a Voice Vote.

[08-2782](#)

Subject: Communication from the Alderman of the 5th District submitting the request of the HVMPA (Horlick Music Department) to place banners, flags and signs, including a permanent digital sign at 2119 Rapids Drive to advertise upcoming events. (Ord.11-09)

Recommendation of the Public Works and Services Committee on 10-28-08: The communication be received and filed.

Fiscal Note: Not applicable.

Recommendation of the Board of Parks, Recreation & Cultural Services 11-20-08: that the request be received and filed.

Fiscal Note: N/A

Recommendation of the City Plan Commission on 4-8-09: That an ordinance be created and a public hearing scheduled.

Fiscal Note: N/A

Attachments: [Horlick Sign.doc](#)
[Horlick HS Event Promotions.doc](#)

Mr. Sadowski advised the issue of temporary banners and signage has been

addressed by the Public Works Commission and Parks Department, then introduced potential ordinance language to regulate digital signage at educational facilities. This language would become part of the existing Sign Ordinance within the Zoning Code.

Alderman Holding expressed concern that the regulations were overly restrictive.

Mr. Sadowski advised it is the intention of the Ordinance to be somewhat restrictive, as most schools are located within residential areas and residents may object to the visual intrusion of an electronic sign in front of their homes.

Mayor Friedel suggested a "dawn to dusk" timeframe versus specific hours the sign could be illuminated.

Alderman Holding questioned the maximum letter size based on speed limit.

Rick Heller stated that electronic signs in neighborhoods have been an issue for many years, and that neighborhoods should be protected from intrusive signage.

Commissioner Sutton-Ekes requested the maximum height of lettering be investigated further with national standards.

Commissioner Marcus questioned if we had data on the impact of these signs in residential areas based on accident data. Mr. Heller advised he did not.

A motion was made by Commissioner Sutton-Ekes, seconded by Commissioner Esqueda, that an ordinance addressing electronic signs be prepared as proposed by staff, with further review of the size of the lettering.

Ayes (3): Sutton-Ekes, Esqueda, Marcus

Nays (1): Holding

The motion carried.

09-3439

Subject: (ZOrd.1-09) An ordinance to rezone 3333 and 3343 Douglas Avenue from B-1 Neighborhood Convenience District to B-2 Community Shopping District.

Recommendation of City Plan Commission on 4-8-09: That the ordinance be adopted.

Fiscal Note: N/A

Mr. Sadowski advised the public hearing has been held and both property owners are in support of the rezoning. This rezoning would create a solid block of B-2 zone up to the corner of Shoreland Drive.

A motion was made by Alderman Holding, seconded by Commissioner Marcus, that the Ordinance be Recommended for Adoption. The motion PASSED by a Voice Vote.

PUBLIC HEARING

PUBLIC HEARING

PUBLIC HEARING

09-3400

Subject: (Direct Referral) Consideration of a request from the Redevelopment Authority of the City of Racine seeking to rezone property at 1500 May Street and 1501 West Street from B-2

Community Shopping District to R-3 Limited General Residence District. (ZOrd.2-09)

Recommendation of the City Plan Commission on 4-8-09: That an ordinance be prepared and a public hearing scheduled.

Fiscal Note: N/A

Attachments: [PH Notice 1500 May Street and 1501 West Street](#)

Public Hearing opened at 4:50 p.m.

Mr. Sadowski provided information regarding the rezoning request. The properties in question are currently vacant and are near the Save-A-Lot property and the former Wink soap company.

Director O'Connell spoke on behalf of the Redevelopment Authority and advised that Habitat for Humanity has approached the RDA to donate the properties to build single-family homes. These are remnant properties from the acquisition of the Save-A-Lot grocery property.

Ignacio Castaneda of 1440 West St. came forward to speak on the item. He questioned how this rezoning will affect property and his desire to apply for a repair business in the future. Mr. Sadowski advised it will not affect the current use of his property, and there is no distance requirement from these properties to Mr. Castaneda's property.

Public Hearing closed at 4:55 p.m.

A motion was made by Commissioner Marcus, seconded by Commissioner Esqueda, that an ordinance be prepared and a public hearing scheduled. The motion PASSED by a Voice Vote.

Administrative Business

Due to the shortness of the agendas in the recent past, staff questioned the Commissioners on if they would like to keep the current schedule of meetings or look at other options such as potentially eliminating some of the meetings with small agendas.

Mayor Friedel advised he has no objection to having meetings with lighter agendas. Commissioner Marcus agreed that it is important not to hold up anyone who has an item up for review just because the agenda is shorter. Alderman Holding agreed.

Mayor Friedel asked if it was possible to meet on another day due to scheduling conflicts. Director O'Connell advised the meetings are scheduled in advance which makes it difficult to reschedule meeting dates.

Adjournment

There being no other business, Mayor Friedel adjourned the Plan Commission meeting at 4:55 p.m.