



# City of Racine

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

## Meeting Minutes - Draft City Plan Commission

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

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Wednesday, September 9, 2015

4:30 PM

City Hall, Room 205

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### Call To Order

*Mayor John Dickert called the September 9, 2015 Plan Commission meeting to order at 4:30 p.m.*

**PRESENT:** 6 - Vincent Esqueda, John Dickert, Melvin Hargrove, Molly Hall, Dennis Wisner and Tom Durkin

**EXCUSED:** 1 - Tony Veranth

Others present:

*Matt Sadowski, Interim Director of City Development/Assistant Director/Principal Planner*

*Jill Johanneck, Associate Planner*

*Ken Plaski, Chief Building Inspector / Zoning Administrator*

Misc. Notes/Arrivals:

*Commissioner Molly Hall arrived at 5:03 p.m.*

### Approval of Minutes for the August 26, 2015 Meeting

A motion was made by Alderman Wisner, seconded by Commissioner Durkin, to approve the minutes of the August 26, 2015 meeting. The motion was **PASSED** by a Voice Vote.

### 4:30 P.M. PUBLIC HEARINGS

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[15-00798](#)

**Subject:** (Direct Referral) A request by Wesley Rosenberg, of Building Waters Inc., for a conditional use permit to operate an indoor contractor facility at 2101 Lathrop Avenue. (PC-15) (Res. No.15-0361)

**Recommendation of City Plan Commission on 9-9-15:** That the request be approved subject to conditions.

**Fiscal Note:** N/A

**Attachments:** [PH Notice - 2101 Lathrop Avenue](#)  
[\(15-00798\) CU 2101 Lathrop Avenue](#)

Associate Planner Johanneck provided an overview of the area, zoning, and site views to and from the property and a description of the business operations. Service employees will pick up materials as needed in the morning, and the vehicles will go home with them in the evening. Two office workers will work out of the building. The floor plan identified the internal layout of the business and the lighting plan was reviewed. This will be an indoor-only contractor facility. A review of access points from both Twenty-First Street and Lathrop Avenue were discussed, as well as access to this lot from the lot to the south. There is adequate access to the site. An easement exists along the east property line and will not be affected by the proposal.

The parking plan was reviewed, with Staff recommending some modifications to move the handicapped space closer to the entryway. Sealing and striping will be required for most of the lot, while the area to the east of the building will need to be re-surfaced due to its deteriorated condition.

There will be up to six full-time employees, with hours of operation from 6:30 a.m. – 4:00 p.m., Monday through Friday. The trash enclosure will be constructed on the east side of the building. Maintenance information was not provided by the applicant and will need to be submitted, and signage is not requested at this time.

Public Hearing Opened: 4:45 p.m.

1. Wesley Rosenberg, applicant, discussed site maintenance and that he will work with the owner on the plan. He advised he has reviewed the conditions of approval and is ok with them.
2. Glen Gurtz, owner, stated signage will be done at a later time.

Public Hearing Closed: 4:47 p.m.

**A motion was made by Commissioner Durkin, seconded by Commissioner Esqueda, to recommend approval of the request subject to Staff conditions a. - q. The motion PASSED by a Voice Vote.**

[15-00799](#)

**Subject:** (Direct Referral) A request by Racine Joint Venture II, LLC and Dave Sherry of Herschman Architects for a major amendment to a conditional use permit to install two pylon signs at 25-feet in height where the maximum allowed height is 15-feet at two entrances to the Regency Mall Development at 5700 & 5900 Durand Avenue. (PC-15) (Res. No.15-0362)

**Recommendation of the City Plan Commission on 9-9-15:** That the request be approved subject to conditions.

**Fiscal Note:** N/A

**Attachments:** [PH Notice - 5700 & 5900 Durand Avenue](#)  
[\(15-00799\) 5700 & 5900 Durand Avenue](#)

Associate Planner Johanneck discussed the recent re-development activities going on at Regency mall and as part of site upgrades the applicants are requesting to install two 25-foot tall tenant identification signs. The property is zoned B-2 Community Shopping District, and signage is limited to 15-foot maximum height. An exception for the 10 additional feet is being requested.

One sign would be located within the drive aisle median at the northernmost entrance

*off of Green Bay Road, and the second in the drive aisle median at the entrance to the mall between IHop and Chuck E. Cheese, off of Durand Avenue.*

*The signs will have a 4-foot brick base with a prefinished metal cladding along the side to the top panel, which would reflect the Regency Mall name. The tenant panels will be constructed of prefinished metal with cut-through faces backed with colored acrylic for tenant names. In the evening hours, the names of the tenants will appear, however the remainder of the panel will appear dark. This presents an attractive sign appearance with less clutter.*

*An analysis of sign heights in the vicinity was conducted to gauge average sign height in conjunction with the request. The average, based on 14 properties in the area, was approximately 20-feet. The initial request by the applicant was for 35-foot tall signs, which has since been lessened to 25-feet.*

*There currently are two smaller monument signs within the mall property. Should this request be approved, Staff recommends the two signs be removed, as they are dated and will be adequately replaced by the new signage.*

*The mall represents a development area, not a single business. It is a regional destination for the City of Racine and encompassed numerous tenants in a large, expansive area. As such, it also serves as a consumer draw not only to the mall itself, but to the surrounding development parcels which benefit from the additional customer traffic. Staff supports the 10-foot height exception requested and amendment to the Regency Mall PUD. As part of this support, in addition to other conditions stated, Staff requests the applicants provide a landscape plan which will enhance the sign appearance and the entryways themselves.*

*Public Hearing Opened: 4:56 p.m.*

*1. Dan O'Callaghan, attorney for Regency Mall, stated he is happy to work with Staff on this and supports the conditions of approval.*

*Mayor Dickert inquired about the timing of the signage being installed. Mr. O'Callaghan stated it depends on final approval and manufacturing time involved. Further discussion ensued as to which tenants will be on the sign, no additional separation of the tenant panels as proposed, and the recently approved billboard that will be erected near the Target Parcel.*

*Public Hearing Closed: 4:59 p.m.*

**A motion was made by Alderman Wiser, seconded by Commissioner Durkin, to recommend approval of the request subject to Staff conditions a. - g. The motion PASSED by a Voice Vote.**

## **Administrative Business**

*None.*

## **Adjournment**

*Mayor Dickert adjourned the meeting at 5:06 p.m.*