



City of Racine

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

Meeting Minutes - Final Downtown Area Design Review

*Chairman Richard Christensen
Ryan Rudie
Gary Wolfe
Micah Waters
John Monefeldt
Matthew Sadowski
Jeff Coe*

Thursday, April 2, 2015

4:30 PM

City Hall, Room 106

Call To Order

PRESENT: 5 - Ryan Rudie, Richard Christensen, Micah Waters, John Monefeldt and Matthew Sadowski

EXCUSED: 2 - Gary Wolfe and Jeff Coe

Others present:

Michelle Cook, Secretary of City Development

Approval of Minutes for the January 8, 2015 Meeting

Assistant Director Sadowski requested that the approval of the January 8 meeting minutes be deferred.

[15-00295](#)

Subject: (Direct Referral) Review of a sign proposal for 211 - 6th Street, Vero International Cuisine. (DC-15)

Jon Klema, Michael's Signs, described the request and the changes that were made to the sign since January's DADRC meeting. He discussed the redesign and the color scheme of the sign and stated that it would be a backlit sign.

Mr. Sadowski asked if the Commission and the applicant considered the sign to be an architectural panel with a sign or is the entire design a sign. He stated if it is the latter, it exceeds the allowable square footage for the district.

Chairman Christensen asked if the sign of the cabinet exceeded the size of the panel that is already present.

Mr. Klema stated that no, that it is just covering what is there and explained the idea to cover the areas on the building frontage that are outdated.

Commissioner Waters asked if the window graphic would remain.

Mr. Klema stated that it would be removed.

Commissioner Waters suggested approving the sign subject to the conditions of the window graphic being removed and the sign being part of the architectural detail of the building. Illuminated portion would be considered part of the sign and the panel

would be considered part of the architectural detail of the building.

A motion was made by Commissioner Monefeldt, seconded by Commissioner Waters, to approve the sign request subject to conditions with the stipulation that the applicant receive City Plan Commission approval for the side wall sign on the east wall. The motion PASSED by a Voice Vote.

[15-00288](#)

Subject: (Direct Referral) Review of signage for 512-522 Sixth Street, Porcaro Indian Motorcycle. (DC-15)

Tom Cecchini, United Construction, explained the request and the design of the signage on the building.

Discussion ensued about the type of sign would best fit the building and its location.

Anthony Porcaro discussed restrictions and signage requirements the Indian Motorcycle company had on their signage and how particular they are about their signage and logo.

Mr. Sadowski commented about the east side signage and stated that the sign ordinance allows what are called interior side lot signs by conditional use permit and it is limited to 12 sq. ft. in size; it cannot be illuminated.

Discussion ensued about how square footage is measured and possible alternative

Mr. Sadowski stated that the side wall sign would require approval of a conditional use permit

Commissioner Monefeldt asked if it could be externally lit. Mr. Sadowski explained that the ordinance only specifies that it cannot be internally lit and could not project light outward.

A motion was made by Commissioner Rudie, seconded by Commissioner Monefeldt to approve the request with the condition that a conditional use permit would be applied for and approved prior to the east side wall sign going up. The motion PASSED by a Voice Vote.

[15-00289](#)

Subject: (Direct Referral) Review of a paint scheme for 320 Main Street, Twice Baked Pottery, LLC. (DC-15)

Assistant Director Sadowski explained that the reason this is before the Commission is because there is a change in color scheme for the building. He stated changes in color scheme require review by the DADRC.

Scott Oberberger described the current colors on the building and his proposed changes.

Commissioner Waters inquired about the signage. Mr. Sadowski stated there was an existing panel sign that was changed and treated just as a panel replacement. He stated colors remained the same as the previous sign that was on the building and a staff approval was done for the sign.

A motion was made by Commissioner Waters, seconded by Commissioner Rudie, to approve the paint scheme. The motion PASSED by a Voice Vote.

[15-00290](#)

Subject: (Direct Referral) Review of storefront window and front door replacement for 515 Sixth Street. (DC-15)

A representative from Greene Glass and Rany Kong explained the request. Commission members clarified that all that was to be reviewed were the storefront window and the door of the building. There will be no color changes to the building.

Discussion ensued about the use of a transom panel instead of glass in some areas of the design on the overhead door for privacy reasons Greene Glass representative stated. He stated clear tempered glass would be used for the areas that have glass.

Mr. Sadowski stated staff is recommending approval for the design.

Commissioner Waters asked about signage. Mr. Sadowski stated signage for the building would have to come back to the DADRC.

A motion was made by Commissioner Rudie, seconded by Commissioner Waters, to approve the design subject to conditions. The motion PASSED by a Voice Vote.

[15-00291](#)

Subject: (Direct Referral) Request for a façade grant for a remodeling project at 515 Sixth Street. (DC-15)

Chairman Christensen asked if there were enough information for consideration of the façade grant request. Mr. Sadowski stated that more quotes would be needed; however, 50 percent of the current façade was already paid for through the façade grant program making the project ineligible.

He stated staff is recommending that the request be denied. He stated an \$8,800.00 grant for the façade was received in 2005. There is a little less than \$1,500.00 (match) left from the previous façade grant. However, the \$1,500.00 could be applied for but not for the window and door of the property. He stated the leftover amount could possibly be used for both the painting and signage of the building.

Discussion ensued about the specifics of the façade grant program.

A motion was made by Commissioner Rudie, seconded by Commissioner Monefeldt, to deny the request, as submitted. The motion PASSED by a Voice Vote.

[15-00292](#)

Subject: (Direct Referral) Review of a façade remodeling project at 220 Sixth Street. (DC-15)

Jason Muchowski, from ARC Architectural Group and Paul Maheras described the request and the proposed façade changes.

Mr. Maheras stated that he is concerned with the possibility prism glass behind the wood beam on the design and if that is the case, it would change the design proposed.

Commissioner Waters asked if the window graphic was the only signage proposed. Mr. Maheras stated he has not decided on the signage and would come back to the DADRC for approval of the sign.

Discussion ensued about the proposed design of the building including the use of the columns in the design.

Commission members suggested Mr. Maheras work with staff once he finalized the design of the building.

A motion was made by Commissioner Waters, seconded by Commissioner

Monefeldt, to conceptually approve the item with a suggestion to revisit the columns, the side pilaster and the sign band and to allow staff to approve the item once the design is finalized. The motion **PASSED** by a Voice Vote.

[15-00293](#)

Subject: (Direct Referral) Request for a façade grant for a façade remodeling project at 220 Sixth Street. (DC-15)

Mr. Sadowski stated that two sets of quotes are still needed in order to fully review the request.

Mr. Maheras described the changes he wanted to make to the building with the use of façade grant funds. He showed two quotes with two different scenarios for the door swinging inward or outward.

Discussion ensued.

A motion was made by Commissioner Rudie, seconded by Commissioner Waters, to defer this item. The motion **PASSED by a Voice Vote.**

Administrative Business

None.

Adjournment

There being no further business, Chairman Christensen adjourned the meeting at 5:45 p.m.

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