



City of Racine

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

Meeting Minutes - Final City Plan Commission

*Mayor John T. Dickert, Alderman Aron Wisneski
Atty. Jud Wyant, Atty. Elaine Sutton Ekes
Vincent Esqueda, Alderman Eric Marcus, Tony Veranth*

Wednesday, September 14, 2011

4:30 PM

City Hall, Room 301

Call To Order

PRESENT: 6 - Elaine Sutton Ekes, Vincent Esqueda, Eric Marcus, Tony Veranth, Aron Wisneski and John Dickert
EXCUSED: 1 - Jud Wyant

Others present: Matt Sadowski, Principal Planner
Jill Johanneck, Associate Planner
Brian O'Connell, Director of City Development

Approval of Minutes for the August 31, 2011 Meeting

A motion was made by Alderman Marcus, seconded by Alderman Wisneski, to approve the minutes of the August 31, 2011 meeting with one modification to item 11-6830. The motion PASSED by a Voice Vote.

4:30 P.M. PUBLIC HEARINGS

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11-6883

Subject: (Direct Referral) Consideration of a request from Arthur Reid Jr. seeking a conditional use permit at 1910 Taylor Avenue to re-establish a funeral home. (PC-11). (Resolution No. 11-2747)

Recommendation of the City Plan Commission on 9-14-11: That the item be approved subject to conditions.

Fiscal Note: N/A

Attachments: [PH Notice - 1910 Taylor Avenue](#)
[\(11-6883\) CU 1910 Taylor Avenue](#)

Principal Planner Sadowski reviewed the background of the site, the surrounding area, zoning surrounding uses, views of the building, and the current and proposed interior building layout.

Public Hearing opened at 4:36 p.m.

- 1. Joey Legath, 1423 Hickory Way, spoke in favor of the request. He noted it was a real estate office for a short time but feels the funeral home is a good fit for the area.*
- 2. Arthur Reid, applicant, 9375 N. Spruce Rd., River Hills, WI. Spoke in favor of the funeral home. Noted he does work in Racine, is willing and wanting to upgrade the*

appearance of the building and landscaping, he currently runs a funeral home in Milwaukee and has been in business since 1956, and feels this location will provide services to the African American community in Racine.
Mayor Dickert asked if there is sufficient parking for this use at this location.

Mr. Reid felt there was, but parking needs usually vary by the service, so a specific number is hard to pinpoint.

Alderman Marcus asked the applicant if embalming is done on-site. Mr. Reid advised it is done in preparation for the funeral services, however cremation services are done at cemetery locations and not at funeral homes. These are all regulated by State Statute.

Alderman Wisneski advised he was contacted by an adjacent Alderman who noted previously there had been many yard/rummage sales occurring at the site. Alderman Wisneski was assured by the applicant there will be no activity of this type occurring at the site if approved.

3. Jetty Corell, 7400 40 Acre Rd., Franksville, spoke in favor of the request.

The Public Hearing closed at 4:36 p.m.

A motion was made by Alderman Marcus, seconded by Alderman Wisneski, to recommend approval of the request subject to a change in condition d. to allow hours to be 8:00 a.m. to 11:00 p.m. The motion PASSED by a Voice Vote.

11-6884

Subject: (Direct Referral) Consideration of a request from John Klema of Michael's Signs, representing Kimissis Theotokov Greek Orthodox Church, for a conditional use permit at 1335 Green Bay Road to install a monument sign with a electronic (LED) message center. (PC-11). (Resolution No. 11-2748)

Recommendation of the City Plan Commission on 9-14-11: That the item be approved subject to conditions.

Fiscal Note: N/A

Attachments: [PH Notice - 1335 Green Bay Road](#)
[\(11-6828\) CU 1335 Green Bay Road](#)

Principal Planner Sadowski reviewed the property location, zoning, aerial views, surrounding uses, and zoning classifications, and the proposed sign for the church. He noted the following three items do not meet the Ordinance and the Commission will need to discuss: 1. In this district, only Public Service announcements are allowed on these types of signs, and the application is to advertise activities on-site. 2. The use of red LED has been determined to interfere with traffic signals and the applicant is requesting the use of red LED for the new sign. 3. Determine whether the setback shown is acceptable.

Public Hearing opened at 4:56 p.m.

1. Tom Salas, 5072 Wind Point Rd., spoke in favor of the sign, feels it is an attractive design, and feels the LED portion allows them to contact the public more efficiently.
2. John Klema, 3914 S. Memorial Drive, is the sign company working on the sign and just advised he is available for questions.

Alderman Wisneski noted that the LED portion of the sign proposes no conflict with traffic lights and he finds it acceptable in this location.

Commissioner Sutton Ekes also feels the LED is fine, the sign should be in the same location as the previous sign and if it were non-conforming, this would cover that legal issue, and was not concerned if the content was not only for public service announcements as required by the zoning ordinance.

Alderman Marcus noted he has no problems with the sign, feels it is easier to see, and that the sign content should be limited to things related to the organization for where the sign is placed.

Mr. Sadowski noted if off-premise advertising is allowed it would be considered a billboard.

Alderman Marcus asked if they could use green versus red. Mr. Klema of Michael's Signs explained red and amber are the standard colors, so using green would cost the church more to change it.

Commissioner Veranth asked about the time between message changes, and Mr. Sadowski advised between 4-10 seconds is in the Ordinance.

A motion was made by Alderman Marcus, seconded by Commissioner Sutton Ekes, to recommend approval subject to amended recommendations to allow the use of red LED lights and to approve the location of the new sign where the previous sign was located. The motion PASSED by a Voice Vote.

Administrative Business

None.

Adjournment

Mayor Dickert adjourned the meeting at 5:15 p.m.