



City of Racine

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

Meeting Minutes - Draft

Downtown Area Design Review

Ryan Rudie
Co-Chairman Richard Christensen
Gary Wolfe
Micah Waters
John Monefeldt
Amy Connolly
Alderman Jeff Coe

Tuesday, September 13, 2016

4:30 PM

City Hall, Room 303

Call To Order

The meeting was called to order at 4:35 p.m.

PRESENT: 5 - Ryan Rudie, Micah Waters, John Monefeldt, Amy Connolly and Jeff Coe

EXCUSED: 2 - Richard Christensen and Gary Wolfe

Approval of Minutes for the July 7, 2016 Meeting

A motion was made by Alderman Coe, seconded by Commissioner Rudie, to approve the minutes as amended. The motion PASSED by a Voice Vote.

[0788-16](#)

Subject: (Direct Referral) Review of plans submitted by Mark Porcaro of Porcaro Indian of Racine for various site improvements including decorative fencing, parking lot expansion, electronic message center and balcony addition at 500-522 Sixth Street. (DC-16)

Mr. Sadowski advised this request is to re-establish several uses which previously occupied the building, and for review of the architectural plans for a balcony, movable stage, brick columns surrounding the parking area, installation of the former Klinkert Brewery sign along Park Street, and for an electronic sign design which is requested to be located at the corner of Sixth and Park Streets.

Tony Porcaro spoke on their intent to create a destination for Racine with this project. Motorcycle parking would be located towards the north end of the lot and the electronic sign would advertise both their events and public service messages for the City. The logos attached to the proposed sign columns were discussed, and it was recommended they be removed.

Commissioner Waters stated the electronic sign requires approval of a conditional use permit and the Commission can only comment on the design. Mr. Sadowski presented his analysis of the proposal, noting the electronic sign conflicts with district design standards, that the property is located within a historical district, and the electric sign is not allowed by the per the zoning ordinance.

A review of the plans determined the location proposed lies within the visibility triangle. The location and visibility is a factor to be considered by the Plan Commission. Further discussion on the bricks pillars, pillar lighting, and removal of

logos on the sign ensued.

A motion was made by Commissioner Rudie, seconded by Commissioner Waters, to approve the proposal, with electronic signage subject to approval of a conditional use with added requirements that the ancillary signs on the columns be removed, that the base be full brick, and that the lighting be reviewed for appropriate size and scale. The motion PASSED by a Voice Vote.

[0789-16](#)

Subject: (Direct Referral) Review of a façade grant request submitted by Mark Porcaro of Porcaro Indian of Racine for various site improvements including decorative fencing, parking lot expansion, electronic message center and balcony addition at 500-522 Sixth Street. (DC-16)

Mr. Sadowski advised the Commission the applicants are eligible for one grant of \$10,000.

[0790-16](#)

Subject: (Direct Referral) Review of a signage plan submitted by Jim Kennedy for Benjamin Beer Co. at 507 Sixth Street. (DC-16)

Mr. Sadowski advised additional information is required for review and recommends deferral at this time.

A motion was made by Commissioner Waters, seconded by Commissioner Connolly, to defer the item. The motion PASSED by a Voice Vote.

[0791-16](#)

Subject: (Direct Referral) Review of a plans submitted by Cesar Angeles for a façade renovation project at 327 Main Street. (DC-16)

Mr. Sadowski advised additional information is required for review and recommends deferral at this time.

A motion was made by Commissioner Waters, seconded by Commissioner Connolly, to defer the item. The motion PASSED by a Voice Vote.

[0792-16](#)

Subject: (Direct Referral) Review of a façade grant request submitted by Cesar Angeles for a façade renovation project at 327 Main Street. (DC-16)

Mr. Sadowski advised additional information is required for review and recommends deferral at this time.

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

Adjournment

Meeting adjourned at 5:20 p.m.