



City of Racine

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

Meeting Minutes - Draft

Downtown Area Design Review

*Amy Connolly
Alderman Jeff Coe
Michael Rosienski
John Monefeldt
Micah Waters
Ryan Rudie
Richard Christensen*

Thursday, March 2, 2017

4:30 PM

City Hall, Room 307

Call To Order

Chairman Christensen called the meeting to order at 4:30 p.m.

PRESENT: 5 - Amy Connolly, Michael Rosienski, Micah Waters, Ryan Rudie and Richard Christensen

EXCUSED: 2 - Jeff Coe and John Monefeldt

Approval of Minutes for the January 12, 2017 Meeting

A motion was made by Connolly, seconded by Commissioner Rudie to approve the minutes of the February 2nd meeting. The motion PASSED by a Voice Vote.

[196-17](#)

Subject: (Direct Referral) Overview of the White Box Grant Program.
(DC-17)

Attachments: [White Box Application v 02.21.17](#)
[White Box Program Summary v 02.21.17](#)

Commissioner Connolly introduced the item. She explained the need in the city for a program to assist business owners to meet code requirements in the older building stock in the city. She stated the program was modeled after the program currently being used in Milwaukee and money was put aside in the 2017 budget.

Ken Plaski, Chief Building Inspector, briefly explained the components of the White Box Program. Properties would be eligible for up to \$20,000 grant, \$10/sq. ft. and would not be able to exceed 50 percent of the total cost. Eligible work for the grant would be plumbing, electrical, HVAC, restrooms, any ADA compliance, walls, ceilings, etc. He stated the grant would not allow windows, doors, stairways, signage, and personal equipment. Mr. Plaski would be the one to gather the application materials and ensure that the application was complete and the requirements met. The Commission is being asked to review whether the costs and updates they are proposing seem feasible.

Discussion ensued about the program guidelines and the target map for both the façade grant and the white box program.

Commissioner Waters clarified that the Commission is being asked to be the review

committee for the White Box program for the entire project area.

Commissioner Connolly stated that we would like to launch the program in the next week or two. She stated the Building Department is about to launch a courtesy inspection program. She stated if someone is interested in the White Box program it will be a free inspection, however, for others it would be a \$150.00 fee.

Commissioner Waters asked if courtesy inspections were only for commercial properties.

Mr. Plaski stated it is for any type of building.

No action was taken on this item. Item to be receive and filed.

0790-16

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

Jim Kennedy, Benjamin Beer Company, explained his signage request. He showed a picture of an Irish Pub in Dublin that his signage would be modeled after. He stated the materials would be aluminum which would be manufactured in such a way where the holes would be inset and the sign would be offset ½ feet from the building. He stated the color would be a yellowish gold. The sign would be around 12 ½ feet once installed. For the faux stained glass, a vinyl material would be used that, when lit from behind, will look like stained glass. The center piece of glass would have the Benjamin Beer logo. He further stated that behind the address on the door there is an electrical box where the lighting would come from, the intent is for the sign be visible but not blaring. The lighting would be above the signage proposed to illuminate the sign.

Chairman Christensen asked how many fixtures.

Mr. Kennedy stated they wanted to go with three, however may have to go with four.

Mr. Sadowski stated as long as the signage didn't exceed more than 50 percent of the project cost, he may be able to qualify for a façade grant.

Mr. Sadowski commented regarding the conduit along the top. He stated it would need to be painted to match the surface that it is against.

Mr. Kennedy said it would not be visible.

Commissioner Rudie asked regarding the faux stained glass. Mr. Kennedy stated two would be place on the inside and one on the outside because they do not have access to the interior of the western most window.

Commissioners expressed concerns regarding having two vinyl pieces installed on the inside and one on the outside and the differences in contrasts.

Commissioner Waters asked Mr. Sadowski if he could review the vinyl materials to be used. Mr. Sadowski stated he would.

A motion was made by Commissioner Waters, seconded by Commissioner Rudie, to approve the request subject to conditions with the stained glass applique to be reviewed by staff and to be applied either all on the inside or all on the outside with final light fixture location to be reviewed by staff.

194-17

Subject: (Direct Referral) Review of a signage request for 407 Main

Street, KDS Construction Services, Inc. (DC-17)

The applicant, Daniel Siudak described his signage request.

Commissioner Waters asked about the offset of the signage in relation to the band.

Commissioners asked about the possibility of having the sign centered either over the garage door or the entrance door.

Mr. Siudak stated he had no issues with centering the signage of the garage door.

Commissioner Rudie asked about the possibility of respacing the letters so that "Construction Services, Inc." was more centered with the "KDS" portion of the sign.

Mr. Siudak stated he would like to have just "Construction Services" shifted over under the KDS and drop the ", Inc."

A motion was made by Commissioner Rudie, seconded by Commissioner Rosiensi, to approve the request subject to modified conditions with "construction services" be moved to the right under KDS and drop the ", Inc" with the sign centered over the garage door. The motion PASSED by a Voice Vote.

[195-17](#)

Subject: (Direct Referral) Review of a signage request for 306 Main Street, Lighthouse Gallery & Gifts. (DC-17)

Jon Klema, Michael's Signs, explained the signage request. He stated Lighthouse Gallery is locating from Sturtevant to Downtown Racine. The signage would be their logo and color scheme. He said all of the letters are individual letters that are 3D and attached to the sign band.

Commissioner Waters asked if there were a graphics company tied to the business. The applicants stated that was the actual LLC tied to the company.

The Olsen Graphics part of the sign would be vinyl.

Mr. Sadowski stated the only comment was wondering if there were a way to center the "Lighthouse Gallery & Gifts" on the sign band.

A motion was made by Commissioner Rudie, seconded by Commissioner Rosiensi to approve as presented. The motion PASSED by a Voice Vote.

Adjournment

There being no further business the meeting adjourned at 5:12 p.m.