



City of Racine

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

Meeting Minutes - Final

Downtown Area Design Review

Thursday, June 7, 2018

4:30 PM

City Hall, Room 307

Call To Order

PRESENT: 6 - Amy Connolly, Jeff Coe, Michael Rosienski, John Monefeldt, Micah Waters and Ryan Rudie

EXCUSED: 1 - Richard Christensen

Approval of Minutes for the April 5, 2018 Meeting

A motion was made by Commissioner Rudie, seconded by Commissioner Rosienski, to approve the minutes of the April 5, 2018 Meeting. The motion **PASSED** by a Voice Vote.

[0591-18](#)

Subject: (Direct Referral) A review of plans for sign panel changes for 1100 N. Main Street. (DC-18)

Attachments: [1100 N. Main St. Review & Recommendation](#)
[1100 N. Main St. Drawing 2\(4\) 07.13.2018](#)
[1100 N. Main St. Drawing 3\(4\) 07.13.2018](#)

Assistant Director Sadowski explained the request along with the location and appearance of the sign. He stated the applicant is requesting to only replace the panel of the sign. The sign currently stands 20 feet in height; however, the guidelines only allow for it to be 15 feet.

Commissioner Waters asked regarding the 70 percent logo and the remaining 30 percent of the sign that may not be visible from a vehicle passing by.

Bill Pfister, Michael's Signs, agreed with the comments. He stated he attempted to work with the applicant to have more of a name recognition presence on the sign; however, the applicant requested more of a logo presence.

In response to Commissioner Connolly, Pfister described the wall sign. He stated the front part of the building angles back a little bit so a matching black panel will be placed on the roof. He explained the logos will stick out about a ½ inch from the sign and will be digitally printed. A black backer panel that matches the current black that on the building will be used.

In response to Commissioner Connolly, Sadowski stated pin set letters are preferred; however, vinyl has also been allowed in the downtown area.

Commissioners expressed concern with the readability the sign and the probability of meeting design guidelines.

In response to Commissioner Waters, Sadowski stated the building would not allow for larger signage.

Commissioners and staff stated the building sign is the main concern, however, the readability and design of the sign are issues for both of the signs being presented for approval.

Sadowski asked if the freestanding sign could be blacked out so that the graphics would further stand out and be the only thing glowing at night.

Pfister stated the silver portion of the sign could be blacked out at night.

In response to Commissioner Waters, Commissioner Monefeldt stated readability and the design of the sign are the main issues. He asked about the design guidelines.

Discussion ensued regarding the design of the sign and suggested changes.

Commissioner Monefeldt suggested increasing the size of the text and shorten portion of the name "Roots Residential" and/or "Taylormade Wealth Management".

A motion was made by Commissioner Waters, seconded by Alderman Coe to approve the request, subject to the applicant correcting the issues regarding the sign's readability and submitting the corrections to staff. The motion PASSED by a Voice Vote.

[0592-18](#)

Subject: (Direct Referral) A review of plans for a blade/projecting sign at 423 Sixth Street. (DC-18)

Attachments: [423 Sixth St. Applicant Submittal](#)
 [423 Sixth St. Photos](#)
 [423 Sixth St. Review & Recommendation](#)

Sadowski explained the request and showed the location of the site, sign, and the surrounding area. He stated the sign being proposed is an internally illuminated projecting sign with push through lettering and a black background. He explained the design guidelines for wall signage.

Commissioner Monefeldt asked if the sign were considered a backlit sign.

Sadowski stated it is internally lit, however, could be considered a backlit sign. He explained the sign is inconsistent with other signs on 6th Street. Staff is recommending approval subject to conditions including the use of external illumination. He stated the sign hangs over the right-of-way so approval from the City Attorney's office would be needed.

In response to Commissioner Waters, Sadowski stated other signs were approved as requested, however, they were not in a historic district; the motorcycle dealership received a conditional use permit.

Discussion ensued regarding other internally illuminated signs in the downtown area.

In response to Pfister, Sadowski stated that the signage at the First Presbyterian Church was replacing a sign whereas this is a brand new sign. He stated the church is not in a historic district.

Commissioner Connolly asked if the lettering were yellow in color.

The representative for Asiana stated the color is a golden rod yellow.

Alderman Coe stated he was unsure about the use of gooseneck fixtures.

Commissioner Monefeldt stated, while he likes the sign, externally lit signage is more in keeping with the historic district.

Commissioner Connolly suggested removing the gooseneck fixture requirement and just requiring the sign to be externally lit.

In response to Commissioner Waters, Sadowski stated that the requirement of an externally lit sign is because they are in a historic district. He explained the historic districts are not all of Sixth Street and not all of Main Street.

The representative for Asiana explained the owner did not like the look of gooseneck fixtures and was concerned about the lightbulbs and the fixtures becoming dirty. She stated the owner wanted something a little bit cleaner and neater.

Alderman Coe asked if there were any other types of fixtures or external lighting that would work for the signage.

Discussion after the motion:

Pfister asked if a trim could be built around the logo with LED lighting.

Commissioner Monefeldt stated that the sign would need to preserve history so that may not be allowed.

A motion was made Commissioner Monefeldt, seconded by Commissioner Rudie, to approve the request subject to staff recommendations with the use of externally lit to be approved by staff. A motion PASSED by a Voice Vote with Commissioner Waters and Alderman Coe voting against the motion.

[0593-18](#)

Subject: (Direct Referral) A review of plans for a building addition at 235 Main Street. (DC-18)

Attachments: [233-235 Main St. Applicant Submittal](#)
[233-235 Main St. Submittal Rendering](#)
[233-235 Main St. Photos](#)
[233-235 Main St. Review & Recommendation](#)

Sadowski explained the request and showed photos of the site, surrounding area, and the location of the proposed addition. A site and floor plan, and a rendering for the addition were also shown. He stated this building is within the Old Main Street Historic District and is a contributing property to the district; the addition has to be appropriate to the overall design of the building.

Sadowski explained the design guidelines for preserving historic buildings. He explained the National Park Service's requirement for preservation for exterior additions. Sadowski stated the building is an example of 1920-1940 chain architecture and is the only building of its type in the city. Staff is recommending approval subject

to the plans and conditions; however, the use of either brick or concrete block would need to be decided by the Commission. The applicant stated split-faced concrete block is the preference.

Rick Onyon, stated the block was intended to be natural color and would stay with the natural finish of the block. He stated the building is currently painted black on the sides.

Materials were shown for the railings.

Discussion ensued.

Bob Yuhas, the architect for the project, stated the color chart is for the sheet metal and the tundra color would be used and be matched for the stair railing, stairs, and the door. Door frame would be midnight bronze.

Commissioner Monefeldt asked about the glass.

Yuhas stated it would be clear insulated.

A plan for the Main Street façade will come at a later date. Now the expansion is being requested.

Discussion ensued regarding the use of split face block. Commissioner Connolly expressed concern with using the block on the rear of the building.

Onyon explained there will be fencing and stairs present and that side of the building faces an alley.

Commissioner Rudie asked if a white colored block could be used. Discussion ensued. Commissioner Monefeldt stated white was trying to match the current façade.

A motion was made by Commissioner Waters, seconded by Alderman Coe, to approve the request subject to revised drawings submitted with the correct colors (natural gray) and a future fencing sample being submitted to staff. The motion PASSED by a Voice Vote.

0594-18

Subject: (Direct Referral) A review plans for signage at 240 Main Street. (DC-18)

Attachments: [240 Main St. Applicant Submittal](#)
 [240 Main St. Signage-Drawing](#)
 [240 Main St. Photos](#)
 [240 Main St. Review & Recommendation](#)
 [240 Main St. Signage Materials List](#)

Sadowski explained the request and the location, surrounding area, and the sign. He stated the restaurant will be located at the old Pink Magnolia space. He stated the signage is a raised letter sign and is appropriate; however, more information is needed regarding the materials used.

The applicant, Turner Morris, stated pine wood was used for the sign.

Sadowski explained the design guidelines for wall signage. He stated the sign complies with design; however, materials and how it was installed is questionable. Staff needs to know whether or not the materials used for the sign are weather durable.

Morris stated Ricardo Perez, the architect for the building took care of the signage.

Commissioner Monefeldt stated he loves the aesthetics of the sign; however, if it is just wood it may not last.

Commissioner Coe stated he was concerned that the wood used to install the sign is not enough to keep it secure.

Commissioner Rudie asked if crown logo would be part of the sign.

Morris stated they may or may not use the crown logo.

Commissioner Connolly asked how the crown logo would be mounted.

In response to Commissioner Connolly, Morris stated the crown logo would be mounted in a similar fashion as the letters.

Sadowski stated the letters would have to be pin set or directly mounted to the building.

Discussion ensued.

Commissioners instructed the applicant to check with the Building Department to check on permits for the sign and to inspect the installed sign.

Commissioner Waters requested that a sample of the letters used for the sign be provided to the Commission.

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

Administrative Business:

327 Main Street signage for Mrs. Betty's Kitchen

Sadowski explained the sign for Mrs. Betty's Kitchen was approved administratively.

328 Main Street signage for Main Street Bakery

Sadowski explained the sign for Main Street was approved administratively.

512 Main Street (Monument Square) painting of building exterior for LUX Salon

Sadowski explained the painting of Lux on Monument Square was approved administratively.

Sign preference exercise

Sadowski stated the sign preference exercise will be reviewed by the Commission at its next meeting.

Vacant Commission member positions

Sadowski explained there are two member vacancies on the Commission. There has also been a shift in Commissioner roles as follows:

Rudie will now be architect (was member at large)

Waters will be member at large (was property owner)

Monefeldt is the Landmarks Preservation Commission member

A member of Downtown Racine Corporation and an owner of a Downtown business are the current vacant positions.

Adjournment

There being no further business, the meeting adjourned at 6:06 p.m.