



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

Thursday, July 19, 2018

4:30 PM

City Hall, Room 307

Call To Order

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

PRESENT: 5 - Amy Connolly, Michael Rosienski, John Monefeldt, Micah Waters and Ryan Rudie

EXCUSED: 1 - Jeff Coe

Others Present:

Matthew Sadowski, Assistant Director of City Development
Ken Plaski, Chief Building Inspector
Michelle Cook, Secretary of City Development

Approval of Minutes for the June 7, 2018 Meeting

A motion was made by Monefeldt, seconded by Rudie to approve the minutes of the June 7, 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](#)

Sadowski explained that this request was discussed at a previous meeting of the DADRC and explained the changes made. He stated the panel on the pylon was changed so the negative space was blacked out at night and the text size on the building increased.

In response to Connolly, Sadowski stated that the sign conforms to the guidelines by not being a box sign.

Commission members stated what was submitted was an improvement to what was submitted at the previous meeting.

A motion was made by Waters, seconded by Rudie, to approve the request

subject to conditions. 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 that this request was discussed at a previous meeting of the DADRC. He stated there were no issues with the design of the signage, however, concern was expressed regarding the sign's durability.

Sadowski stated the applicant submitted paint and material samples, and mounting methods. The Building Department found the sign to be secure and suggested adding another railing to further secure the lettering; however, they were concerned with the durability of the sign.

Commission members suggested adding a condition that if the sign deteriorates, delaminates, or cracks in any way, then the sign would have to be replaced.

Waters expressed concern with the mounting method of the sign.

A motion was made by Monefeldt, seconded Rosiensi, to approve the request subject to conditions. The motion **PASSED by a Voice Vote with Commissioner Waters voting "no".**

[0720-18](#)

Subject: (Direct Referral) A request by Andrew Meyer for review and approval of a White Box Grant for the property at 324 Sixth Street.

Attachments: [\(0720-18\) 324 Sixth Street WB](#)

Plaski introduced the request. He stated the space is 1,615 sq. ft. and proposed for retail use – a coffee shop and records sales – and the White Box grant is proposed to be used to upgrade the electrical, plumbing, HVAC, etc... He stated the maximum grant award that Meyer would be eligible for is \$11,405.00.

A motion was made by Waters, seconded by Rudie, to approve the request for a White Box grant for \$11,405.00. The motion **PASSED by a Voice Vote.**

[0721-18](#)

Subject: (Direct Referral) A review and consideration of sign design preference survey results. (DC-18)

Sadowski explained that there were some clarifications needed from commission members regarding the sign preference survey exercise and which signs the commission preferred.

Discussion ensued regarding the design preference of the signs listed in the survey exercise.

Adjournment

There being no further business, the meeting was adjourned at 5:23 p.m.