



# 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 Rosiensi*  
*John Monefeldt*  
*Micah Waters*  
*Ryan Rudie*

---

Thursday, September 6, 2018

4:30 PM

City Hall, Room 307

---

#### Call To Order

*Due to a lack of a quorum, no action was taken on the following items. Instead, Commission members present discussed the projects and gave input to staff on their approval of the projects.*

#### Approval of Minutes for the July 19, 2018 Meeting

No action was taken.

#### [0889-18](#)

**Subject:** (Direct Referral) A request from Heather Vanoss for review and approval of a White Box Grant for the property at 1207 N. Main Street. (DC-18)

**Attachments:** [1207 N Main St. WB](#)

*Chief Building Inspector Ken Plaski described the request. He stated the building is 94 years old and the majority of the grant requested will go towards making the bathroom ADA compliant. The maximum grant amount is \$3,250.00. The applicant, Heather Vanoss briefly described her project.*

*Connolly clarified that the grant request was for the bathroom only and that the money would not be used for sink stations for the salon.*

**No action was taken. Commissioners recommended that staff approve the white box grant in the amount of \$3,250.00.**

#### [0890-18](#)

**Subject:** (Direct Referral) A request from Tracy Stacy for review and approval of a White Box Grant for the property at 1700 N. Main Street.

**Attachments:** [1700 N Main St. WB](#)

*Plaski described the request. He stated the building is 98 years old and the majority of the grant will be used for rear exit access, ceiling work, electrical, tiling, etc... He stated the maximum grant amount is \$12,491.50. The applicant, Tracy Stacy, briefly described her project.*

**No action was taken. Commissioners recommended that staff approve the white box grant in the amount of \$12,491.50.**

[0891-18](#)

**Subject:** (Direct Referral) A request from Jessica Omelian for review and approval of a White Box Grant for the property at 829 Wisconsin Avenue.

**Attachments:** [829 Wisconsin Ave. WB](#)

*Plaski described the request. He stated that the space is proposed to be a collaborative work space. He stated the maximum grant amount is \$3,521.35 and will be used for heating and air and a little bit of plumbing work and self-performed drywall work (materials only).*

**No action was taken. Commissioners recommended that staff approve the white box grant in the amount of \$3,521.35.**

[0923-18](#)

**Subject:** (Direct Referral) A review of plans for the repair and painting of the building exterior at 944-954 Washington Avenue. (DC-18)

**Attachments:** [944-954 Washington Ave. Review](#)  
[944-954 Washington Ave. Recommendation](#)  
[944-954 Washington Ave. Application](#)

*Assistant Director, Matt Sadowski, described the location of the request and the surrounding area and a rendering. He stated no new surface is being proposed and at the building is being repaired and repainted – a different color is proposed for the painting.*

*Sadowski and Connolly stated the billboard type signage on the building would have to be removed.*

*The representative for the applicant, Reggie, confirmed with Commissioners that the wood is in disrepair and will be replaced.*

**No action was taken. Commissioners recommended that staff approve the request subject to the conditions presented by staff.**

[0892-18](#)

**Subject:** (Direct Referral) A review of plans for the installation of a sign for the Duetscher Manner Verien club at 701 Villa Street. (DC-18)

**Attachments:** [701 Villa St. Review](#)  
[701 Villa St. Recommendation](#)  
[701 Villa St. Application](#)  
[701 Villa St. Signage Renderings](#)

*Associate Planner, Jeff Hintz, described the request along with its location. He stated that the signage proposed complies with the design guidelines and that*

*Connolly expressed concerns with the sign's visibility and would prefer a projecting sign. She stated she has no issues with the design.*

*Rosienski expressed concern with the appearance of the sign. He stated it may be too big for the building.*

*Connolly and Waters stated the sign has a lot of text.*

*The representative for the applicant, Jason Roetz, Fast Signs, stated that the applicant wanted visibility.*

*Connolly and Waters stated the text made the sign unreadable; the sign should focus on the important message.*

*Commissioners also expressed concern with the placement of the sign – second floor signage.*

*Discussion ensued on how to make the sign more pedestrian friendly.*

**No action taken. Commissioners recommended that staff approve the request subject to conditions presented by staff and the recommendation that the applicant work with staff to lower the sign and to have less wording on the sign.**

#### 0894-18

**Subject:** (Direct Referral) A review of plans for the replacement of the Civic Center changeable letter sign at 501 Lake Avenue with an electronic message center. (DC-18)

**Attachments:**    [501 Lake Ave. Review](#)  
                          [501 Lake Ave. Recommendation](#)  
                          [501 Lake Ave. Application](#)

*Hintz described the location of the building, the proposed signage and presented a rendering of the requested signage.*

*The project was explained. Hintz stated that a Conditional Use Permit is required as the sign is an electronic message sign, the sign is being requested to be reduced by 5 sq. ft. The sign complies with design standards and is not in a historic district.*

*In response to Hintz, it was determined that the digital sign is actually 8 sq. ft. smaller than the current changeable board sign. The exact measurements of the board will be presented to staff.*

**No action was taken. Commissioners recommended that staff approve the request subject to conditions presented by staff.**

#### 0895-18

**Subject:** (Direct Referral) A review of plans for the installation of a sign for The Legacy Museum & Veterans Center at 820 Main Street. (DC-18)

**Attachments:**    [820 Main St. Review](#)  
                          [820 Main St. Recommendation](#)  
                          [820 Main St. Application](#)

*Hintz reviewed the location of the sign and presented the Commission with a rendering.*

*He stated it is similar to the Christmas House signage and complies with design standards.*

**No action was taken. Commissioners recommended that staff approve the**

request subject to conditions presented by staff.

[0896-18](#)

**Subject:** (Direct Referral) A review of plans for the installation of a canopy signage for MJ Petroleum (Home Town) at 1100 Sixth Street. (DC-18)

**Attachments:** [1100 Sixth St. Review](#)  
[1100 Sixth St. Recommendation](#)  
[1100 Sixth St. Application](#)

*This item was not discussed.*

[0908-18](#)

**Subject:** (Direct Referral) A review of screening wall replacement at 841 S. Marquette St. (DC-18)

**Attachments:** [841 S. Marquette St. Review](#)  
[841 S. Marquette St. Plans](#)  
[841 S. Marquette St. Screening Fence-Wall](#)

*Sadowski explained the request was to install decorative fence of composite material; decorative opaque variety and texture.*

*In response to Waters, Tom Eeg, Assistant Commissioner of Public Works, stated that only the Washington Avenue portion of the fence would be replaced at this time. The fence would remain 8 feet in height.*

*Discussion ensued about the design and color of the fence. Commissioners agreed that they preferred the vertical design; woodland brown trex fencing.*

**No action was taken. Commissioners recommended that staff approve the request subject conditions presented by staff and the color being woodland brown with a vertical design.**

## Administrative Business

[0897-18](#)

**Subject:** (Direct Referral) A review of an administrative approval of updated window signage for Divino Gelato Café at 228 Main Street.

**Attachments:** [228 Main St. Letter](#)  
[228 Main St. Application](#)  
[228 Main St. Sign Plans](#)

*Sadowski explained that staff issued an administrative approval for the window signage at Divino Gelato Café at 228 Main Street. He stated more signage was being added, but it amounted to less square footage. The awning would be removed and replaced without signage.*

## Adjournment

