



City of Racine

City Hall
730 Washington Ave.
Racine, WI 53403
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Meeting Minutes - Draft

Downtown Area Design Review

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

Thursday, June 6, 2019

4:30 PM

City Hall, Room 307

Call To Order

Connolly called the meeting to order at 4:31 p.m.

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

EXCUSED: 1 - Jeff Coe

Approval of Minutes for the April 4, 2019 Meeting

Action on the approval of the minutes were not taken, there was not a meeting on April 4th.

[0667-19](#)

Subject: (Direct Referral) Review of façade project at 402 Main Street by Audrey Langenfeld of Gold Diamond & Design (DC-19).

Attachments: [Review Checklist](#)
[Recommendation](#)
[Applicant Submittal](#)

Planning Manager Matt Sadowski explained the request. He stated a request for signage along with two bids for Michael's Signs and Kenosha Sign, awning repair and reconfiguration, replacement of the kick stone, and building caulking are included in this request. He stated there are two components of the request, the design review and the façade grant. He stated the design review will be confined to the signage and the sill below. Sadowski explained that the applicant is proposing individual reversed face channel letters. He stated they are aware that the sign cannot be internally illuminated due to the building's location in the historic district. He stated that conversations were had with the applicant to have gooseneck fixtures instead of internal illumination; however, the applicant would like the sign to be halo lit.

Sadowski stated they would like to have the sign installed with the option to have it internally illuminated if the standards change. He stated the sill plate would be replaced with cast stone and there are varying estimates for the cost. He stated other aspects of the project are ordinary maintenance which staff did not review. He stated maintenance projects do not qualify for a façade grant. He stated the kick plate would be seen as a restoration of the building.

In response to Connolly, Sadowski stated the face of the sill plate is sandstone. He stated it is texturized because it is deteriorating.

The applicant, Audrey Langenfeld explained the project and the condition of the building. She stated the top of the band has eroded and is allowing a lot of water to get in causing damage to the basement of the building. She stated they are thinking about replacing the bevel band or doing a rock base which would allow the water to roll off. She stated that the signage would be a PVC letter with the LED in the back.

Monefeldt asked if there were any color or material samples.

Langenfeld stated that they would like to keep the same colors. She stated the awnings and framing were installed improperly. She stated they will have the frames remade so that the water does not cause any more damage. She stated they are trying to restore a restoration project that was not done properly. Langenfeld explained that the salt has eroded the stone and the caulking between the stone is sticking out. She stated they are thinking about doing a concrete color or a rock based color, but are looking for a material that will not deteriorate due to the salt.

In response to Connolly, Monefeldt stated granite would be the best product to use. He stated cast stone, while more durable than sandstone, is still a concrete product and is not water proof or the greatest salt resistant.

In response to Connolly, Sadowski explained that \$7,500.00 is available on the grant. He stated the previous owners received a grant for the awning and signage on the building.

In response to Connolly, Langenfeld stated they are open to material suggestions.

Brief discussion about possible materials ensued.

Sadowski stated the total cost of the project is between \$6,000.00 and \$13,000.00 for the stone and \$5,400.00 for the signage. He stated the cost of the sign does include LED and explained that LED is not allowed on historic buildings.

Langenfeld stated somewhere down the line maybe the committee will be open to allowing lighting on historic buildings and, if that is the case, she does not want to have to have additional signage.

Connolly stated applicants have been turned down because of LED signage. She stated she does not feel comfortable allowing a grant if the sign has the potential of being internally illuminated.

Monefeldt stated that the signage is not compliant and once it is installed, it would be difficult to prevent the applicant from turning it on. He stated he is fine approving the signage without the internal illumination.

In response to Waters, Sadowski stated side lit letters are allowed downtown as long as it is not on a contributing property in a historic district.

Discussion ensued about side lit letters.

In response to Waters, Sadowski stated the basic signage and the sill are up for approval.

In response to Waters, Langenfeld stated there will not be a boarder around the sign.

Langenfeld asked about the potential of having backlit letters in the future. She stated it is a soft glow that goes around the letters that would make the sign easier to read.

Monefeldt stated buildings outside of the historic district and buildings done prior to the historic ordinances are different. He stated currently, there is nothing on the agenda to take up the signage ordinance and at this point internal illumination would not be allowed.

Connolly stated businesses with the same request were turned down in the past.

In response to Sadowski, Langenfeld stated the awning will be a different dimension because it would need to fit the doorframe.

In response to Monefeldt, Langenfeld stated they will try to use the same material for the awning depending on its condition.

A motion was made by Waters, seconded by Rudie, to approve the request subject to staff approval with the submittal of sample materials, masonry band pending a sample be provided to staff (color chip more sandstone, warm grey, etc.), eveling one inch to inch and a half angled face of the bevel based on pictures and existing conditions. Ceiling to be caulked and the caulk should follow the pale color at the top raked back and half the caulk applied, the signage with black PVC letters $\frac{3}{4}$ to an inch deep pinset letters, $\frac{1}{4}$ inch to an inch pin with no backlit or halo lighting and also approve materials used for the awning. The motion PASSED by a Voice Vote.

0668-19

Subject: (Direct Referral) Review of façade grant request for a façade project at 402 Main Street by Audrey Langenfeld of Gold Diamond & Design (DC-19).

Sadowski stated that at first, staff recommendation was to deny the use of the façade grant for the project, however, after looking at the project further, the signage and sill would be eligible for the grant. He stated approval of the grant would be based on the quotes received for the signage and sill.

A motion was made by Commissioner Monefeldt, seconded by Commissioner Rudie, to approve the use of the façade grant for \$7,500 or up to 50 percent of the project costs whichever is less. The motion PASSED by a Voice Vote.

0669-19

Subject: (Direct Referral) Review draft of sign preference guide (DC-19).

Sadowski requested that the item be deferred as the final version of the sign preference guide has not yet been completed. He showed the Commission what has been worked on so far and stated he is currently going through the signage that the Commission thought was good signage and coming up with reasons why the signage is good. Sadowski reviewed signage such as the Hot Glass Shop, the Journal Times, and others.

Connolly stated we should address the use of durable all weather materials. She stated some of the materials used are one dimensional and do not have any depth; we should elaborate more about the materials used.

Monefeldt suggested using the phrase "high quality exterior grade."

Sadowski stated there is a guide that the applicant would review that would encourage them to think about the protection of the potential signage.

Waters suggested using a disclaimer regarding changes from the past approvals, historic district properties vs. contributing properties, why certain signs are allowed in certain places but not in others, and to consult staff.

Rudie suggested adding a section "Things that could be improved".

Discussion ensued regarding the components of different signage.

Commissioners stated there should not be signage on awnings. Monefeldt stated that only the flap should have signage.

Connolly stated that we need to make sure that the awnings are placed in the appropriate location on buildings.

Commissioners stated the Jockey box signs should be removed from the guide.

Connolly stated she would like to include as many 3D projecting signs as possible.

Further discussion ensued.

This request was deferred.

Administrative Business

None.

Adjournment

There being no further business, the meeting adjourned at 5:42 p.m.