



City of Racine

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

Meeting Minutes - Final

Downtown Area Design Review

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

Thursday, August 1, 2019

4:30 PM

City Hall, Room 307

Call To Order

Acting Chairman Connolly called the meeting to order at 4:38 p.m.

PRESENT: 5 - Amy Connolly, Jeff Coe, Michael Rosienski, John Monefeldt and Micah Waters

EXCUSED: 1 - Ryan Rudie

Approval of Minutes for the July 18, 2019 Meeting

A motion was made by Commissioner Waters, seconded by Alder Coe, to approve the minutes of the July 18th meeting. The motion **PASSED** by a Voice Vote.

New Business

[0886-19](#)

Subject: (Direct Referral) Wall signage installation for a new business locating in a tenant space at 305 Main Street (DC-19).

Attachments: [Review and comments](#)

[Recommendation](#)

[Applicant Submittal](#)

Associate Planner Jeff Hintz explained the request. He stated the property is on the corner of Third and Main Streets and showed aerial and site photos for the location. He stated the request is for wall signage and showed the proposed materials to be used – ½ inch sintra letters stud mounted to the panel. Hintz explained the design guidelines for wall signage and stated that staff did find the material to be durable and long lasting. He stated that the signage request does not exceed the requirements as set forth in the zoning code. Hintz stated staff is recommending approval of the signage, subject to conditions.

In response to Commissioner Waters, Steve Prochaska of Michael's Signs stated that everything will be raised on the sign including the graphics. He stated the bottom graphics will be on a panel that will be slightly raised and the panel and edge of the sign will be white.

In response to Commissioner Connolly, Prochaska stated that there will be a mix of colors that will work really well together. He stated there will be window signage that will be within the allowable standards for window signage, however it has not yet been approved by their corporate offices.

Prochaska showed some of the potential window graphics which includes a door graphic with contact information and the logo.

The applicant, Carolyn Dame, explained her business. She stated she is hoping to open by the end of next week.

A motion was made by Commissioner Monefeldt, seconded by Commissioner Waters, to approve the request subject to the proposed conditions. The motion PASSED by a Voice Vote.

Adjournment

There being no further business, the meeting adjourned.