



# City of Racine

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

## Meeting Minutes - Final

### Downtown Area Design Review

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Thursday, September 5, 2019

4:30 PM

City Hall, Room 307

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#### Call To Order

*Associate Planner Jeff Hintz called the meeting to order at 4:30 p.m.*

**PRESENT:** 5 - Jeff Coe, Michael Rosienski, John Monefeldt, Micah Waters and Ryan Rudie

**EXCUSED:** 1 - Amy Connolly

#### Election of a chairperson to run meetings until a Director of City Development is named

**A motion was made by Alder Coe, seconded by Commissioner Rudie, to nominate Commissioner Monefeldt as Chairman of the DADRC. Commissioner Monefeldt accepted the nomination and the nomination PASSED by a Voice Vote.**

**Commissioner Monefeldt assumed the role of Chairman.**

#### Approval of Minutes for the August 1, 2019 Meeting

**A motion was made by Alder Coe, seconded by Commissioner Waters, to approve the minutes of the August 1, 2019 meeting. The motion PASSED by a Voice Vote.**

[0994-19](#)

**Subject:** (Direct Referral) A request from Luis Zuniga for review and approval of a White Box Grant for the property at 3216 Washington Avenue.

**Attachments:** [3216 Washington Ave WB Application](#)

*Hintz described the request and explained the details for the request are in the packet. He stated the white box grant being applied for is for the old Playmakers on Washington Avenue. The applicant is requesting work to be done for the plumbing and electrical.*

*Hintz stated a façade grant was applied for and maxed out for the property in 2010.*

*Alder Coe asked if it were possible to defer the request to allow the applicant to provide more bids and documentation, if desired.*

**A motion was made by Commissioner Waters, seconded by Alder Coe, to approve the request subject to the option of allowing the applicant to provide more bids, if desired. The motion PASSED by a Voice Vote.**

[0997-19](#)

**Subject:** (Direct Referral) Review of a signage project at 30-72 Harborview Drive by Graves Signs, authorized representative of Gaslight Pointe (DC-19).

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

*Hintz stated material and color samples were provided by the applicant. He showed the location, site photos, and surrounding area photos for the request. He explained the signage rendering and explained the guidelines. Hintz explained that they anticipate having the LED lights that will highlight the sign from the ground. He stated the request complies with all zoning requirements and staff is recommending approval subject to conditions.*

*Alder Coe asked about the durability of the product proposed for the sign.*

*Eric Olson from Graves Signs explained that the product is a high density foam board. In response to Alder Coe, he stated weather is not a problem. He stated the boards flex a little bit at the eight foot range, but at the five foot range they are pretty sturdy.*

*In response to Commissioner Waters, Olson stated that the sign would be routed to simulate sandblasting. He stated the background is carved out and simulated grain to make it look more aesthetically appealing.*

*In response to Chairman Monefeldt and Alder Coe, Olson stated the product paints like wood and that it can be sturdier than cedar.*

*Commissioner Rudie asked how the sign would be mounted.*

*Olson stated 4 x 4 posts in the concrete.*

*Olson stated one of the brands that may be used for the signage is gator foam.*

*Chairman Monefeldt stated once it is painted, it is pretty durable.*

*Hintz stated staff is recommending approval of the request subject to conditions a. – c.*

**A motion was made by Alder Coe, seconded by Commissioner Rosiensi, to approve the signage request subject to conditions. The motion PASSED by a Voice Vote.**

[0998-19](#)

**Subject:** (Direct Referral) Review of a signage project at 240 Main Street by Graves Signs, authorized representative of the Eggplant Cafe (DC-19).

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

*Hintz explained the request and showed the location of the property. He stated that the property used to be the Legacy on Main restaurant. Hintz showed the existing site photos and the surrounding views.*

*Hintz showed the rendering of the proposed signage. He stated the restaurant and sign was previously located on Douglas Avenue and the proposed sign was initially reviewed by the Douglas Avenue Corridor. He stated the applicant is proposing to utilize the sign at their new location on Main Street.*

*Hintz explained the design guidelines for wall signage. He stated no external illumination is proposed for this signage and that it complies with the zoning ordinance requirements. Hintz explained the possible actions of the commission and stated staff is recommending approval of the request subject to conditions a.-d. However, staff is looking for depth to be added to the sign by way of a frame or possibly projecting the chicken portion of the sign.*

*In response to Commissioner Waters, Hintz stated it is a flat panel sign.*

*The applicant, Aaron Morris, stated the sign is about an inch and half deep. In response to Commissioner Waters, Morris stated that the winter green portion of the sign is aluminum and all of the letters are cutout. He stated he would assume the sign would be centered on the building; the non-centered appearance on the graphic provided was unintentional.*

*Chairman Monefeldt asked about the lightbox.*

*Hintz and Morris stated that the lightbox is still on the building on Douglas Avenue.*

*Commissioner Rudie asked about the details of how the sign would be mounted.*

*Commissioner Monefeldt and Alder Coe suggested a frame to go around the sign for depth.*

**A motion was made Alder Coe, seconded by Commissioner Rudie, to approve the sign subject to staff approval regarding the detailing of the frame on the sign and that the sign is centered on the sign band. The motion PASSED by a Voice Vote.**

## **Next Meeting Date**

*Hintz stated that Plumb Gold purchased the property to the north of their current location. He stated staff allowed them to paint the building to be uniform with their current location, however, their signage will be presented at future meeting.*

## **Adjournment**

*There being no further business the meeting adjourned at 4:58 p.m.*