



# City of Racine

City Hall  
730 Washington Ave.  
Racine, WI 53403  
[www.cityofracine.org](http://www.cityofracine.org)

## Meeting Minutes - Draft

### Planning Heritage and Design Commission

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Wednesday, March 24, 2021

4:30 PM

Virtual

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#### Call To Order

*Mayor Mason called the meeting to order to 4:32 p.m.*

**PRESENT:** 7 - Mason, Jones, Martinez, Hefel, Austin, Jung and Peete

#### Approval of Minutes for the January 27, 2021 Meeting.

**A motion was made by Alder Jung, seconded by Commissioner Hefel, to approve the minutes for the January 27, 2021 meeting.**

#### [0210-21](#)

**Subject:** A request by Angela Goldbeck, representing Rise Up Piercing and Tattoo, for review and approval of signage at 307 Main Street. (PHDC-21)

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

*Associate Planner Hintz reviewed the request. He stated the original request for conditional use was approved in 2020 and the signage request is being brought to the Commission for review. Hintz showed the rendering of the sign and described the surrounding businesses. He stated the sign is made of AlphaPanel, which is the standard panel, and complies with the zoning and signage requirements and Downtown Design guidelines. Hintz described the possible actions of the commission and stated that staff is recommending approval subject to a. – c. He stated that the applicant is available for questions.*

**A motion was made by Alder Jung, seconded by Alder Jones, to approve the request subject to recommendations a. – c. The motion PASSED by a Voice Vote.**

#### [0212-21](#)

**Subject:** Communication from the Director of City Development requesting permission to accept a Certified Local Government Historic Preservation Subgrant from the Wisconsin Historical Society to fund the preparation of a Reconnaissance Survey for a potential Carlisle Avenue National Historic District. (Grant Control#: 000348) (PHDC-21)

**Recommendation of the Planning, Heritage, and Design Commission on 03-24-21:** That request for permission to accept a Certified Local Government Historic Preservation Subgrant from the

Wisconsin Historical Society to fund the preparation of a Reconnaissance Survey for a potential Carlisle Avenue National Historic District, be approved. Further, that the Mayor, City Clerk, and/or the Director of City Development, or their designee, be authorized to execute the necessary documents to receive the grant and have this work completed.

**Recommendation of the Finance and Personnel Committee on 04-12-2021:** That request for permission to accept a Certified Local Government Historic Preservation Subgrant from the Wisconsin Historical Society to fund the preparation of a Reconnaissance Survey for a potential Carlisle Avenue National Historic District, be approved. Further, that the Mayor, City Clerk, and/or the Director of City Development, or their designee, be authorized to execute the necessary documents to receive the grant and have this work completed.

**Fiscal Note:** The authorized grant amount is \$13,500 and the project will fall at or under that amount.

**Attachments:**      [Staff Recommendation](#)

*Hintz described the request and stated we were awarded the grants from the Wisconsin Historical Society (WHS). He described the area and showed a map of where the survey would be taken.*

*Mayor Mason thanked staff for putting the grants together. He informed the Commission that the meetings with residences regarding group homes in certain areas of the city did occur.*

**A motion was made by Commissioner Hefel, seconded by Alder Jones, to recommend approval of the request. The motion PASSED by a Voice Vote.**

[0211-21](#)

**Subject:** Communication from the Director of City Development requesting permission to accept a Certified Local Government Historic Preservation Subgrant from the Wisconsin Historical Society to fund the preparation of Rehabilitation Design Guidelines for residential properties in Racine. (Grant Control# 000347) (PHDC-21)

**Recommendation of the Planning, Heritage, and Design Commission on 03-24-21:** That the request from the Director of City Development requesting permission to accept a Certified Local Government Historic Preservation Subgrant from the Wisconsin Historical Society to fund the preparation of Rehabilitation Design Guidelines for residential properties in Racine, be approved. Further that the Mayor, City Clerk, and/or Director of City Development, or their designees, be authorized to execute the necessary documents to receive the grant and have this work completed.

**Recommendation of the Finance and Personnel Committee on**

**04-12-2021:** That the request from the Director of City Development requesting permission to accept a Certified Local Government Historic Preservation Subgrant from the Wisconsin Historical Society to fund the preparation of Rehabilitation Design Guidelines for residential properties in Racine, be approved. Further that the Mayor, City Clerk, and/or Director of City Development, or their designees, be authorized to execute the necessary documents to receive the grant and have this work completed.

**Fiscal Note:** The authorized grant amount is \$10,000.

**Attachments:**     [Staff Recommendation](#)

*Hintz stated the request was partially funded by the WHS for \$10,000 which will provide a decent start for the project. He stated the goal is to create a standard and guidelines for property rehabilitation of residential properties. He stated we are looking to modernize some of the guidelines that already exist. He explained the mapping will be shown in the next request.*

*Commissioner Hefel asked if the guidelines would be included for some of the neighborhoods and properties that are covered in the RENTS ordinance.*

*Mayor Mason asked about the tax credits that are offered to historic homes that landlords and owner occupied properties may be eligible for.*

*Planning Manager Matthew Sadowski stated that even properties that are not considered contributing could be brought into the status. He explained that applicants must first contact the WHS and they would then discuss the project with them and submit an application. He stated the WHS would let the applicant know what portions of the project would be eligible.*

*Commissioner Martinez asked for clarification and asked if the intent were to acquire areas and place those areas in the historical society where there would be credits available for the properties and to create more areas that would fall under historic society guidelines. Commissioner Martinez spoke regarding the resources and expressed concern about potentially creating problems.*

*Mayor Mason explained that it was important to remember that the Commission is supporting guidelines, not mandates. He stated we want to make more historic buildings aware of the historic tax credits that exist. He stated that neighborhood Tax Incremental Districts were created where homeowner repair grants exist and there are potential tools that may be available.*

*Sadowski stated the façade grant program is also available to assist commercial property owners.*

*Alder Jung asked about the process and if staff were asking the Commission to look for additional funding. He stated that he thinks the guidelines are a priority for the city.*

*Commissioner Hefel stated, as a property owner, the tool is really needed. She stated if the guidelines are done well they will be able to guide people to resources to help*

*offset the costs of rehabbing their property or receiving the tax break.*

*Further discussion ensued.*

*Hintz stated the amount of the grant awarded by the WHS would not change.*

**A motion was made by Alder Peete, seconded by Commissioner Hefel, to recommend approval of the request. The motion PASSED by a Voice Vote.**

**Discussion and presentation of mapping analysis related to structure age and location for application of WHS subgrant related to residential design guidelines.**

### **Adjournment**

*The meeting adjourned at 5:04 p.m.*