



City of Racine

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

Meeting Minutes - Final

Planning Heritage and Design Commission

Wednesday, April 28, 2021

4:30 PM

Virtual

Call To Order

Mayor Mason called the meeting to order at 4:33 p.m.

PRESENT: 5 - Mason, Jones, Hefel, Peete and Jung

EXCUSED: 2 - Martinez and Austin

Approval of Minutes for the April 14, 2021 Meeting.

A motion was made by Alder Peete, seconded by Alder Jung, to approve the minutes of the April 14th meeting. The motion **PASSED** by a Voice Vote.

4:30 PM Public Hearings

[0309-21](#)

Subject: Request by Ryan Schmitz of Plunkett-Raysich Architects LLP, authorized agent for David Kane of North Shore Bank FSB, for consideration of a major amendment to an existing conditional use permit which allows for Bank with drive-thru 4923 Washington Avenue as allowed by Sec. 114-155 of the Municipal Code. The major amendment contemplates a building addition to the north, reconfiguration of the drive-thru canopy and façade updates. (PHDC-21)

Recommendation of the Planning, Heritage, and Design

Commission on 04-28-21: That based on the findings of fact, the request from North Shore Bank FSB seeking a major amendment to an existing conditional use permit at 4923 Washington Avenue to allow for a building addition to the north, reconfiguration of the drive-thru canopy, and façade updates. be approved subject to conditions a. - g.

Fiscal Note: N/A

Attachments: [Review and Recommendation](#)
[Public Hearing Notice](#)
[Applicant Submittal](#)
[#0309-21 Resolution](#)

Jeff Hintz, Associate Planner, introduced the request and reviewed the location of the property, surrounding land uses and businesses, the public hearing notice map that was distributed to neighboring properties, the comprehensive land use designation for

the site, and photos of the site and surrounding area. Hintz explained that the property is located in one of the overlay districts adopted earlier this year (Westgate Mall Overlay District). However, the conditional use permit overrides the overlay. Hintz stated the land use plan calls for the property's continued use as commercial and the actual size of the addition will be 116 square feet. Hintz showed the proposed rendering for the building and stated the existing operations remain unchanged. Hintz described the possible actions of the commission and the required findings of fact for approval of conditional use permits. He stated the addition may help other developments in the area enhance their property. Staff is recommending approval of the request, subject to conditions a. – g. Hintz reviewed the conditions of approval.

Mayor Mason opened the public hearing at 4:41 p.m.

Ryan Schmitz, 209 S. Water Street, in Milwaukee, spoke regarding the request. He stated he was happy to bring the project forward and thinks it is a great project to rehab the building and enforce the standards of the North Shore Bank materials pallet. He stated there are no operational changes at this point.

David Kane, 15700 W. Bluemound Road, in Milwaukee, spoke regarding the request. He stated he was pleased to present the remodel project to the City and the commission. He stated the idea is that they want to improve the building, install new updated technology, and bring it back in line with some of their current branding.

Alder Peete asked about the type of updated technology that was planning on being installed.

Kane stated they were replacing the ATM with image technology where customers can drive up and talk to a teller that will be available 12 hours a day. He stated when that technology is not in use, it will be used as an ATM. Kane also explained that they will be updated the cash recyclers and installing newer styles of customer contact and experience.

Mason expressed appreciation for the use of stone and masonry materials on the project and commented positively on their appearance.

Mayor Mason closed the public hearing at 4:45 p.m.

A motion was made by Alder Jung, seconded by Alder Jones, to recommend approval of the request subject to conditions a. – g. The motion PASSED by a Voice Vote.

[0310-21](#)

Subject: Request by Jeffrey Bridleman of Partners in Design Architects, for consideration of a major amendment to an existing conditional use permit which allows for a contractor yard/shop at 2000 Oakes Road as allowed by Sec. 114-155 of the Municipal Code. The major amendment contemplates a building addition to the south of the existing office on the property. (PHDC-21)

Attachments: [Review and Recommendation](#)
 [Public Hearing Notice](#)
 [Applicant Submittal](#)

It was expressed that this item would need to be deferred to a different meeting.

A motion was made by Alder Jones, seconded by Alder Jung, to defer the request and keep the public hearing open. The motion **PASSED** by a Voice Vote.

End of Public Hearings

[0273-21](#)

Subject: A request by Eric Rohs of Sign Effectz Inc, representing My Eye Doctor, for review and approval of signage at 217 6th Street. (PHDC-21)

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

Hintz explained the item was tabled at the previous meeting pending submission of a design that better reflected the design standards for Downtown. Hintz showed the revised rendering which added eyeglasses at the top and a services sign at the bottom of the "myeyedr." sign. He stated the "myeyedr." is the corporate logo. Hintz stated staff is recommending approval subject to conditions a. – c. and reviewed the design guidelines and recommended conditions of approval.

Alder Jones asked if the glasses were going to be a certain color or just frames.

Hintz stated just the frames; he showed a rendering where they will be white in color.

Alder Jung stated this is an improvement and happy to see that they followed the guidance of the commission.

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

[0313-21](#)

Subject: A request by Michael's Signs, representing Gateway Technical College, for review and approval of signage at 1001 S. Main Street. (PHDC-21)

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

Hintz showed the rendering of the proposed signage and stated the sign will be on the new building recommended for approval by the commission in December 2020. He stated that the sign will be reverse channel letters with red LED illumination at night and an aluminum appearance during the day.

Hintz explained that the design is appropriate for the design guidelines and that the property is part of a Planned Development allowing for a campus with an approved signage scheme and plan. The proposed signage is a wall sign and is keeping with the approved sign plan for the Planned Development on the property. Hintz described the possible actions of the commission and the staff recommendations. He stated staff is recommending approval subject to conditions a. – c.

A motion was made by Alder Peete, seconded by Alder Jung, to approve the

request subject to conditions a. – c. The motion PASSED by a Voice Vote.

Adjournment

There being no further business, the meeting adjourned at 4:57 p.m.