



City of Racine

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

Meeting Minutes - Final

Planning Heritage and Design Commission

Wednesday, April 14, 2021

4:30 PM

Virtual

Call To Order

Mayor Mason called the meeting to order at 4:36 p.m.

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

Approval of Minutes for the March 24, 2021 Meeting.

A motion was made by Alder Jung, seconded by Alder Jones, to approve the minutes of the March 24th meeting. The motion **PASSED** by a Voice Vote.

4:30 Public Hearings

0271-21

Subject: Review of the proposed establishment of the project plan, boundaries, and creation of Tax Incremental District No. 26 and consideration of an approving resolution. (PHDC-21)

Recommendation of the Planning, Heritage, and Design

Commission on 04-14-21: That the proposed project plan, boundaries, and creation of Tax Incremental District No. 26 be approved and a resolution adopted.

Fiscal Note: Tax Incremental District No. 26 is projected to generate \$18,357,095.00 of increment to fund projects identified in the project plan for a period of 27 years.

Attachments:

[Racine TID No. 26 Project Plan Draft](#)

[PH Notice \(w. Legal Notice\) - Proposed TID No. 26](#)

[PHDC Resolution 01-21](#)

[#0271-21 Resolution](#)

Mayor Mason briefly described the request and introduced Todd Taves from Ehlers and Associates. Taves stated that the proposed Tax Incremental District (TID No. 26) is proposed to help facilitate the redevelopment of 500 Main Street. He stated the boundaries are between 5th and 6th Streets and Monument Square and Wisconsin Avenue. Taves explained that the district comprises of nine parcels for a total of 1.15 acres. The value of the area is \$3.1 million as of January 1st which would be the base value of the district. All of the properties within the city block are in need of conservation and rehabilitation and the life of TID No. 26 is proposed to be 27 years. He stated that the city would only be at 2.47 percent of the estimated value limit for

TIDs – 12 percent is allowed.

Taves explained that the Zahn's Redevelopment would have an estimated value of \$20,000,000 and would generate about \$564,000 in tax increment annually once fully operational. He stated the city anticipates that other property owners will want to redevelop their properties as well and the tax increment estimated to be collected during the life of TID No. 26 would be \$18,357,095 with no appreciation or depreciation of properties.

Taves explained there are two categories of development incentives in the proposed plan which includes the hotel project loan and other incentives (there are no commitment of funds to additional projects, and funds would only be available if an applicant comes forward and shows a need for a project to be completed). Taves showed the cashflow projections, payments paid by developer in 2028 would be used to pay off the debt incurred by the city. He stated the district is projected to close seven years prior to the end of its life. Taves explained the timeframe for approval of the proposed TID No. 26.

Alder Jung asked about the infrastructure component regarding the eligible funds of the proposed TIDs. He asked if pedestrian improvements count as an eligible expense for the TID.

Mayor Mason stated yes, they would qualify. He clarified that the numbers are place holder numbers and no projects have yet been determined to include in the TID. He stated that we do not want the hotel to fill like an island of a really great use and we want to encourage other properties.

Bill Bowers, Director of City Development, stated given that area is going to have a boutique hotel, we would anticipate that other property owners will be interested in redoing their properties over time and over time will see the rest of the block come to the standard of the hotel. If there is a development that has need, the city may be able to assist.

Mayor Mason opened the public hearing at 4:47 p.m.

Keith Buisse, 3625 Sixteenth Street, stated he did not have any comments. Stated it is looking good.

Mayor Mason closed the public hearing at 4:49 p.m.

Mayor Mason asked Associate Planner, Jeff Hintz, to show the resolution (PHDC Resolution 01-21) to the commissioners.

A motion was made by Commissioner Hefel, seconded by Alder Peete, to adopt PHDC Resolution 01-21, recommending approval of the request. The motion PASSED by a Voice Vote.

[0274-21](#)

Subject: Request by Keith Buisse of Wheels Small Engine Repair, for consideration of a major amendment to an existing conditional use permit which allows for a small engine repair shop at 3625 16th Street as allowed by Sec. 114-155 of the Municipal Code. The proposed major amendment contemplates increasing the fenced storage area by approximately 1,000 square feet, adding machinery sales and the ability

to repair smaller construction equipment. (PHDC-21)

Recommendation of the Planning, Heritage, and Design

Commission on 04-14-21: That the request by Keith Buisse of Wheels Small Engine Repair, for a major amendment to an existing conditional use permit which allows for a small engine repair shop at 3625 - 16th Street be approved, subject to conditions a. - j.

Fiscal Note: N/A

Attachments: [Review and Recommendation](#)
[Public Hearing Notice](#)
[Current Conditional Use Permit](#)
[Applicant Submittal](#)
[#0274-21 Resolution](#)

Hintz 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. He stated that the previous use was a trailer shop and has been the current use since around 2012. The property is zoned R-3 Limited General Residence District, however is a commercial building.

Hintz described the application and business summary and stated that the existing business is proposed to be modified to add sales of zero turn mowers, riding tractors, walk behind mowers, and other handheld lawn equipment and also contemplates adding small construction equipment like small skid steers. The current operating hours of 9:00 a.m. – 5:00 p.m. Monday – Saturday would remain unchanged.

Hintz reviewed the possible actions of the commission and the required findings of fact for approval of conditional use permits. He explained staff is recommending approval of two of the three parts of the request – storage area increase of yard area, and adding machinery sales. However, the scale and intensity of adding the repair of construction equipment can have an impact. He stated staff does not recommend approval of adding the construction equipment. He stated there are no exceptions required for the approval of the major amendment. Hintz stated staff is recommending approval subject to conditions a. – j. and reviewed the proposed conditions of approval.

Alder Peete asked for clarification if some of the items for sale would be kept outside.

Hintz stated that the intent is to have items outside for sale during the day and during the evening, the items would need to be kept inside.

Alder Peete asked if there were a need for a privacy fence.

Hintz stated yes, that is required by the code. Hintz showed the site plan and where the screening would be located.

Mayor Mason opened the public hearing at 5:03 p.m.

Keith Buisse, 3625 Sixteenth Street, spoke regarding the request. He stated the only

thing he would like to speak about is the construction equipment and explained he is looking to work on smaller equipment. He stated that skid steers are not much bigger than the tractors that he currently works on. He stated it is strictly maintenance and that he is trying to increase the business and bring repairs of that nature closer to the city of Racine.

Mayor Mason closed the public hearing at 5:07 p.m.

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

[0276-21](#)

Subject: Request by Christie Kern and Jill Huxhold, for consideration of a conditional use permit to operate an acupuncture and Reiki studio at 712 Grove Avenue, classified as a “retail use in an existing commercial building”, in a residential district, as allowed by Sec. 114-293 of the Municipal Code. (PHDC-21)

Recommendation of the Planning, Heritage, and Design

Commission on 04-14-21: That the request by Christie Kern and Jill Huxhold for a conditional use permit to operate an acupuncture and Reiki studio at 712 Grove Avenue be approved, subject to conditions a. - f.

Fiscal Note: N/A

Attachments: [Review and Recommendation](#)
 [Public Hearing Notice](#)
 [Applicant Submittal](#)
 [#0276-21 Resolution](#)

Hintz 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. The property is a commercial building zoned R-4 General Residence District. Hintz stated there is a hair salon in the northern portion of the building and a house attached.

Hintz explained the application and business summary for the request. He stated two employees are expected to work in the establishment with hours from 8:00 a.m. – 7:00 p.m. Monday thru Friday and appointments, as needed, on the weekends.

Hintz explained the possible actions of the commission and reviewed the required findings of fact for approval of conditional use permits. He explained that only street parking is available. Based on the findings of fact, staff is recommending approval of the request subject to conditions. Hintz reviewed the conditions of approval.

Mayor Mason opened the public hearing at 5:15 p.m.

Co-applicant, Christie Kern, 712 Grove Avenue spoke regarding the request. She thanked Hintz for helping with the application. She stated the business is really quiet and hopes she receives the permit so they can begin helping in the neighborhood.

Co-applicant, Jill Huxhold, spoke regarding the request. She stated they are grateful for the opportunity and that their business is very quiet and they are grateful for this time.

Alder Jung stated the business would be moving into the ninth aldermanic district and wanted to welcome the proprietors to the area.

Dustin, no information provided, stated that it was nice to see a new business and that he hopes they are approved. Stated he has no comment either way.

Mayor Mason closed the public hearing at 5:20 p.m.

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

End of Public Hearings

[0272-21](#)

Subject: A request by Joan Roehre, representing Social On Sixth, for review and approval of signage at 324 6th Street. (PHDC-21)

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

Hintz explained the request and showed the rendering for the proposed sign. He stated, typically, door graphics would not require approval, however, when it is the only sign on the building, approval is required. He stated the sign counts as a “freebie” towards the number of allowable signs because it is less than the four square feet allotment. Hintz stated the sign complies with the design guidelines and reviewed the appropriate and inappropriate standards and zoning ordinance requirements. Hintz described the possible actions of the commission and stated staff is recommending approval subject to conditions a. – c. He reviewed the proposed conditions of approval and explained that door graphics do not require permits.

A motion was made by Commissioner Martinez, seconded by Alder Jones, to approve the request subject to conditions a. – c. The motion PASSED by a Voice Vote with Commissioner Hefel abstaining.

[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 showed the rendering for the sign request. He clarified that the sign is mounted to the building and described its specifications. He stated he spoke with the applicant regarding the signage and possible changes – the signage complies and would not be contrary to the design guidelines, however, guidance can be given to the applicant from

the commission to better meet the spirit and the intent of the design guidelines. He stated the staff recommendation is approval subject to conditions

Mayor Mason asked if deferral were possible and if the commission wanted to see less than a street sign aesthetic. He explained there are really nice blade signs that add to the historic aesthetic of the downtown. Mayor Mason suggested possibly deferring the request.

Commissioner Hefel asked if the sign were connected to a franchise; if there were methodology behind the color scheme and the design of the sign.

Hintz stated yes the sign is their branding and what they use nationwide.

Matthew Sadowski, Planning Manager, stated he would encourage the applicant to look at the Downtown Design Standards for signage and stated other sign companies have used that as a template.

A motion was made by Alder Peete, seconded by Commissioner Hefel, to defer the request to the next meeting. The motion PASSED by a Voice Vote.

Adjournment

There being no further business, the meeting adjourned at 5:35 p.m.