



City of Racine

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

Meeting Minutes - Draft

Planning Heritage and Design Commission

Wednesday, September 8, 2021

4:30 PM

Virtual

Call To Order

Mayor Mason called the meeting to order at 4:35 p.m.

PRESENT: 4 - Mason, Jones, Peete and Jung

EXCUSED: 1 - Hefel

Approval of Minutes for the August 25, 2021 Meeting.

A motion was made by Jones, seconded by Jung, to approve the August 25, 2021 minutes. The motion **PASSED** by a voice vote.

0717-21

Subject: Request from Nielsen Madsen + Barber representative of Multi Products Co. Inc, seeking approval of a two-lot Certified Survey Map at 5301 21st Street. (PHDC-21)

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

Michelle Cook, Associate Planner, presented the item, proposed certified survey map (CSM), map view, and staff recommendation. She stated the CSM will separate the lot at 5301 - 21st St. into two lots. There are no development plans right now, the applicant is just separating the vacant land from the building. She stated that staff recommends approval subject to conditions a.-f. She added that the CSM was routed through all City departments, which is reflected in the conditions.

A motion was made by Jung, seconded by Jones, to approve the certified survey map for 5301 - 21st St. The motion **PASSED** by a voice vote.

0718-21

Subject: Request by Michael's Signs, representing Accurate Title and Closing for review and approval of a signage project at 704 Park Avenue. (PHDC-21)

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

Jeff Hintz, Planning Manager, presented the item, signage rendering, design guidelines, and staff recommendation. He stated the signage will now include the business name and full address in dark bronze, non-illuminated dimensional letters. The design meets downtown design guidelines; therefore, staff recommends approval subject to conditions a.-c.

A motion was made by Peete, seconded by Jones, to approve the signage for Accurate Title and Closing at 704 Park Ave. The motion PASSED by a voice vote.

[0719-21](#)

Subject: Request by Rebelle Realty seeking approval of signage in conjunction with a conditional use permit for 3624 Washington Avenue. (PHDC-21)

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

Hintz stated that the conditional use permit was approved at the Common Council meeting the previous evening. Cook presented the signage project at 3624 Washington Ave with the revisions that were mentioned at the last meeting. Further, the sign is now horizontal and still non-illuminated; therefore, staff recommends approval subject to conditions a.-c.

Mayor Mason and Peete agreed that they were pleased with the improvements made to the signage. Jung added that the building has been painted complementary to the proposed signage. Hintz added that the new sign is about half the height of the previous proposal.

Jones questioned the color of the lettering. Hintz responded that the color is black and grey.

A motion was made by Peete, seconded by Jones, to approve the signage proposed for ReBelle Realty at 3624 Washington Ave. The motion PASSED by a voice vote.

[0721-21](#)

Subject: Consideration of a minor amendment to an existing conditional use permit which allows for automobile sales and service at the property at 6006 - 21st Street to allow for the addition of service bays and a parking area. (PHDC-21)

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

Cook presented the proposal for a minor amendment to an existing Condition Use Permit (CUP) which allows for automobile sales and service at the property at 6006 - 21st Street to allow for the addition of service bays and a parking area. She presented the zoning, uses, site plan, current street view, building elevations, application and business summary, required findings, and staff recommendations. She stated that their will be a 1,200 sq. ft. addition that will match the existing building, approximately 6,500 sq. ft. of parking lot, and renewed landscaping. Further, the storm water plan is being reviewed by the City engineering staff. Lastly, staff recommends approval subject to conditions a.-f.

Peete questioned the traffic flow in the area. Cook responded that a traffic study wasn't done but the engineering department didn't express any traffic concerns since the proposal is adding two service bays and ample parking.

A motion was made by Peete, seconded by Jones, to approve the minor amendment to the existing conditional use permit at 6006 - 21st Street. The motion PASSED by a voice vote.

[0722-21](#)

Subject: Review and consideration of a request by Anna and Joey LeGath for a facade renovation project and a facade grant for the property at 237 Main Street. (PHDC-21)

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

Cook presented the facade renovation and grant application for 237 Main St with images of the current facade and window detail. She stated that they will be replacing the windows, wood framing, and glass. The custom-built windows will be constructed out of African Mahogany lumber and won't open. The total project cost is \$25,628 - \$26,460. The property has \$5,784.00 of facade grant funding available; previously used some funds. Lastly, staff recommends approval subject to conditions A.-E.

Mayor Mason stated that he was pleased to hear they will be using wood framing.

A motion was made by Jung, seconded by Jones, to approve the facade renovation design and facade grant for 237 Main St. The motion PASSED by a voice vote.

[0723-21](#)

Subject: Review and consideration of a request by 409 Main Street LLC for a facade renovation project and a facade grant for the property at 409 Main Street. (PHDC-21)

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

Cook presented the current facade and proposed facade design for 409 Main St. She stated that they are repainting the facade with colors depicted in the presentation, along with new doors and light fixtures. Further, the plans meet downtown design guidelines. She stated that the total project cost will be between \$26,828 - \$34,854. The property is eligible for up to \$10,000 in facade grant funding. Lastly, the staff recommends approval subject to conditions A.-E.

Peete stated that he thinks its a great improvement for the downtown area.

Jung questioned the grey colors and how they will complement the street and the downtown area. Cook replied that the applicant chose the colors. Further, that there are many colors in the downtown area and they are fairly complementary. She added that brick normally wouldn't be painted in the downtown area but it was in the past. Jung added that he liked the grey but that it also gives a mechanical feel, whereas cream is more of a downtown feel. Cook added that the previous brick wasn't aesthetically pleasing.

Hintz added that there is a banner sign that has been there longer than typically allowed and the facade grant will help address proper signage.

A motion was made by Peete, seconded by Jones, to approve the facade renovation design and facade grant for 409 Main Street. The motion PASSED by a voice vote.

Adjournment

Conversation prior to adjournment:

Mayor Mason commented on the lack of color palate design guidelines. Hintz replied that the upcoming historic reconnaissance survey will help Planning staff determine a color palate for the downtown design guidelines.

Mayor Mason advised the commission that they may be doing training on the commissions responsibilities if there isn't much to do at the next meeting. Also, that he is working on appointing two more members.

There being no further business, the meeting adjourned at 5:24 p.m.

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