



City of Racine

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

Meeting Minutes - Draft Downtown Area Design Review

Chairman Richard Christensen, Alderman Jeff Coe, Robert Hartmann, Gary Wolfe, Brian O'Connell, Micah Waters, David Popoff, Ryan Rudie

Thursday, January 7, 2010

4:30 PM

City Hall, Room 301

Call To Order

PRESENT: 7 - Jeff Coe, David Popoff, Ryan Rudie, Richard Christensen, Robert Hartmann, Brian O'Connell and Micah Waters
EXCUSED: 1 - Gary Wolfe

Approval of Minutes for the December 3, 2009 Meeting

A motion was made by Alderman Coe, seconded by Commissioner Rudie, to approve the minutes of the December 3, 2009 meeting. The motion **PASSED** by a voice vote.

09-4607

Subject: (Direct Referral) Review of a sign proposal for Granger's Lounge at 240 Main Street.

Rob Wahlen of The Sign Source reviewed the proposed sign concept, colors, materials and placement. He explained that as part of this review he would like to inform Commission members that a window sign had been installed.

Commission members found the proposed sign to be well-designed, but not appropriate for the context within which it is to be installed. Members felt a design can be produced that better balances the available space; multiple concepts were shared between Commission members and Mr. Wahlen. Of those who observed it, Commission members felt the window sign was appropriate under current circumstances, but needed to be reviewed in the context of a total sign package.

Mr. Wahlen expressed concern with increased fabrication and installation costs should the sign be redesigned. In response, Commission members felt that with the agreement of building owner Mark Levine, a portion of the active façade grant for this location could be set aside to defray the cost of signage.

A motion was made by Director O'Connell, seconded by Commissioner Hartmann, to defer this item. The motion PASSED by a voice vote.

Commission members expressed their willingness to convene a special meeting to review a revised sign plan, if submitted prior to the next meeting cycle.

Administrative Business

None.

Adjournment

There being no further business before the Commission, Chairman Christensen adjourned the meeting at 5:12 p.m.

Respectfully submitted,

*Matthew G. Sadowski, Secretary
Principal Planner*