



Application for Design Review

Applicant Name: LAKEVIEW PHARMACY
Address: 516 Monument Square City: RACINE
State: WI Zip: 53403
Telephone: 262 632 0520 Cell Phone: _____
Email: MATTHEW@LAKEVIEWPHARMACY.COM

Agent Name: Michael's Signs
Address: 3914 S. Memorial Drive City: Racine
State: WI Zip: 53403
Telephone: 800.554.8110 Cell Phone: 414-915-5135
Email: Justin@Michaelsigns.com

Property Address (Es): 516 Monument Square, Racine, WI 53403
Current Zoning: B4
Current/Most Recent Property Use: Pharmacy
Proposed Use: Currently Pharmacy

Numerous areas of the City have design guidelines which are specific to projects and must be adhered to. The design guidelines can be found at the following link under the design review district heading on the page: <https://www.buildupracine.org/business-tools/planning/>



If the required supplemental materials, which constitute a completed application, are not submitted, the application will not be processed.

Required Submittal Format

1. An electronic submission via email/USB drive/CD/Download link; and
2. One (1) paper copy, no larger than 11" x 17" size.

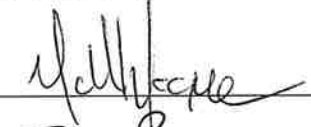
Required Submittal Item	Applicant Submitted	City Received
1. Design Area Review Application	☐	
2. Written description of project, including: a. Hours of operation b. Anticipated delivery schedule c. Maintenance plan d. General use of the building and lot	☐	
3. Site Plan (drawn to scale), including: a. Fully dimensioned property boundary b. All buildings (existing and proposed) c. Setbacks from property lines d. Identification as to whether all elements are "Existing" or "Proposed" e. Dimensioned parking spaces and drive aisle layout f. Trash enclosure location and materials g. Location of signage, with setbacks	☐	
4. Landscape Plan a. Bufferyards b. Parking Areas c. Screening and fencing locations d. Plant lists including the following: Latin and Common Names, Number of each planting material, and Size at planting.	☐	
5. Lighting Plan a. Location of light fixtures b. A cut sheet of light fixtures with indication of cut-offs or shielding c. Illumination diagram indicating intensity of lighting on the property.	☐	
6. Signage Plan a. dimensioned color elevations of signage b. A diagram showing the location of the proposed signage	☐	
7. Building/site elevations a. Building elevations showing all four sides of the buildings in color b. Elevation of trash enclosure area	☐	
8. Building Material Samples (if making exterior changes)	☐	

Acknowledgement and authorization signatures

Design Review is not like a building permit; applying does not mean it will be approved.

The approval may contain conditions related to the improvement of the site which must be met prior to the occupancy of the building, approval of the final work, or otherwise specified. Improvements may include but are not limited to landscaping, fencing, lighting, pavement surfacing and sealing, dumpster enclosures, and exterior building improvements.

The signature(s) hereby certify that the statements made by myself and constituting part of this application are true and correct. I am fully aware that any misrepresentation of any information on this application may be grounds for denial of this application.

Owner Signature (acknowledgement and authorization):  Date: 1/18/23

Applicant Signature (acknowledgement):  Date: 1/18/23

Downtown Area Design Review Committee
Department of City Development
730 Washington Ave. Room 306
Racine, WI 53403

Description

Michael's Signs, Inc. is proposing to install two (2) exterior illuminated projecting signs with gooseneck lights and two (2) sets of painted flat cut aluminum letters with ten (10) (5 per elevation total) new overhead gooseneck lights. One (1) projecting blade sign and one (1) letter set with exterior gooseneck lights for Lakeview Pharmacy is located at 516 Wisconsin Avenue. One (1) projecting blade sign and one (1) letter set with exterior gooseneck lights for Lakeview Pharmacy is located at 516 Monument Square.

Thank you,



"We Project Your Image"

Justin Silva
Sales Representative
Michael's Signs, Inc.
justin@michaelsigns.com
414.915.5135 mobile

800.554.8110 • 262.554.0574 Fax • 3914 S. Memorial Dr. • Racine, WI 53403 • www.michaelsigns.com

Monument
Square

Monument
Square

MONUMENT SQ

MONUMENT SQ

☐ X

Tax Parcels: 516 Main St

Parcel# 00301004

Frankenmuhpit, LLC

[Click](#) here to view Tax Info

[Click](#) here to view Assessment Info

Acres: 0.1286 a

Year Built: 1931

Property Class: Commercial

Assessing Use: Commercial

Land Value: \$53,800

Current Assessed Value: \$378,000

Zoning: B4 -

Zoom to



BUILDING SIGNAGE



FIELD VERIFY

9 1/4"

PRESCRIPTIONS

QTY: 2 - WINDOW GRAPHICS

GIFTS

QTY: 2 - WINDOW GRAPHICS

REMEDIES

QTY: 2 - WINDOW GRAPHICS

PERSONAL CARE

QTY: 2 - WINDOW GRAPHICS

GIFTS

QTY: 3 - WINDOW GRAPHICS

LAKEVIEW PHARMACY / BUILDING SIGNAGE
TWO (2) SETS OF NON-ILLUMINATED, DIMENSIONAL LETTERING
1/4" ALUMINUM PLATE LETTERING W/ MAP PAINTED FINISHES
LETTERING STOOD OFF WOOD PANELING 1" W/ THREADED ROD
WOOD PANELING & BORDER BY OTHERS

ELEVEN (11) SETS OF WINDOW GRAPHICS
DIGITALLY PRINTED VINYL GRAPHICS APPLIED FIRST SURFACE TO GLASS

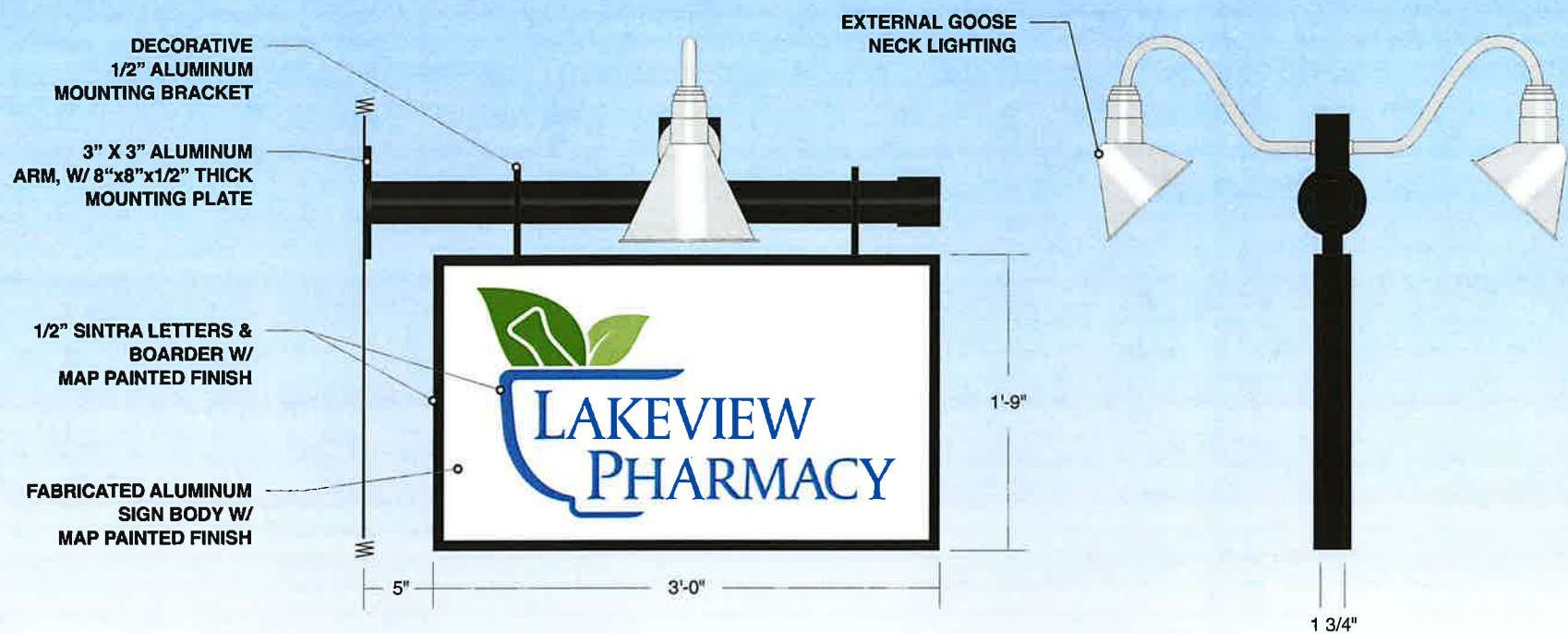
***FIELD VERIFY DIMENSIONS**



 "We Project Your Image" PH: (262) 554-6066 TOLL FREE: (800) 554-8110	Client: LAKEVIEW PHARMACY	Date: 9-28-22	REVISION		Illumination: ☐ NO ☐ YES TYPE _____	☒ SINGLE SIDED ☐ DOUBLE SIDED	Paint Colors (AkzoNobel): MAP BLACK PMS 363C PMS 2261C PMS 2383C _____ _____ _____	Vinyl Film Colors (3M Scotchcal): ☐ DIGITALLY PRINTED (WINDOW GRAPHICS) ☐ 3M WHITE _____ _____ _____	Client Signature: _____
		Drawing #: 3(7)	☐ 1 9-30-22 ☐ 2 10-21-22	Electrical Requirements: ☐ 120 ☐ 277	Quantity: -	Signature _____ Date _____			
	Address: 515 MONUMENT SQUARE	Sheet: 1 of 1	☐ 3 10-6-22 ☐ 4 12-2-22	Sign Specifications: NOTED ABOVE		NOTICE: Michael's Signs, Inc. does NOT provide primary electrical to sign location - RESPONSIBILITY OF OTHERS			
	City, State: RACINE, WI 53403	Scale: 1/2" = 1"	☐ 5 10-6-22 ☐ 6 12-6-22						
	Sales Rep: JUSTIN SILVA	Designer: KD	☐ 7 10-21-22 ☐ 8						

NOTE: DUE TO THE PHYSICAL LIMITATIONS OF THE PAPER AND INK INVOLVED IN THIS PRINTING PROCESS, THIS CUSTOM ARTWORK IS NOT INTENDED TO PROVIDE AN EXACT MATCH TO THE ACTUAL FINISHED PAINTED PRODUCT.

BUILDING SIGNAGE



LAKEVIEW PHARMACY / BUILDING SIGN
TWO (2) DOUBLE SIDED, EXTERNALLY ILLUMINATED FLAG MOUNTED SIGNS
1 3/4" DEEP ALUMINUM BODY W/ MAP BLACK PAINTED FINISH
ROUTED 1/2" SINTRA LETTERING & BORDER W/ MAP PAINTED FINISH
SIGN SECURED TO BUILDING W/ 1/2" THICK MOUNTING PLATE



PH: (262) 554-6066
TOLL FREE: (800) 554-8110

Client: LAKEVIEW PHARMACY	Date: 9-28-22	REVISION		Illumination: ☐ NO ☐ YES TYPE _____	☐ SINGLE SIDED ☒ DOUBLE SIDED	Paint Colors (AkzoNobel): ☐ PMS COOL GRAY 1C ☒ PMS 363C ☒ PMS 2261C ☒ PMS 2383C ☒ MAP BLACK ☐ ☐	Vinyl Film Colors (3M Scotchcal): ☐ ☐ ☐ ☐ ☐ ☐	Client Signature: _____ Signature Date NOTICE: Michael's Signs, Inc. does NOT provide primary electrical to sign location - RESPONSIBILITY OF OTHERS The ideas and designs contained in this original and unpublished drawing are the sole property of Michael's Signs, Inc. and MAY NOT BE USED OR REPRODUCED in whole or in part without written permission.
	Drawing #: 4(4)	☒ 1 9-30-22 ☐	Electrical Requirements: ☐ 120 ☐ 277	Quantity: -				
Address: 516 MONUMENT SQUARE	Sheet: 1 of 1	☒ 2 10-6-22 ☐	Sign Specifications: NOTED ABOVE					
City, State: RACINE, WI 53403	Scale: 1"=1'	☒ 3 10-6-22 ☐						
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Lakeview Pharmacy
516 Monument Square, Racine, WI 53403

