



Application for Design Review

Applicant Name: **JOHNSON OUTDOORS**
Address: **555 MAIN STREET, SUITE 100** City: **RACINE**
State: **WI** Zip: **53403**
Telephone: **262-631-6700** Cell Phone: _____
Email: **steve.vandis@johnsonoutdoors.com**

Agent Name: **POBLOCKI SIGN COMPANY - DALIA VILLARREAL**
Address: **922 SOUTH 70TH STREET** City: **MILWAUKEE**
State: **WI** Zip: **53214**
Telephone: **708-299-9026** Cell Phone: **708-299-9026**
Email: **dvillarreal@poblocki.com**

Property Address (Es): **555 MAIN ST, STE 100, RACINE, WI 53403**
Current Zoning: **B4**
Current/Most Recent Property Use: **RETAIL**
Proposed Use: **RETAIL**

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	<input checked="" type="checkbox"/>	
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	<input type="checkbox"/>	
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	<input type="checkbox"/>	
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.	<input type="checkbox"/>	
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.	<input type="checkbox"/>	
6. Signage Plan a. dimensioned color elevations of signage b. A diagram showing the location of the proposed signage	<input checked="" type="checkbox"/>	
7. Building/site elevations a. Building elevations showing all four sides of the buildings in color b. Elevation of trash enclosure area	<input type="checkbox"/>	
8. Building Material Samples (if making exterior changes)	<input type="checkbox"/>	





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): Steven T. Van Dis Date: 10/03/2023

Applicant Signature (acknowledgement): *Dalia Villanueva* Date: 10/3/23



SIGN SPECIFICATIONS

[A] - ILLUMINATED LETTERS
Lighting: LED
LED Color: Cool White [Standard]
Description: Back-Lit [Remote] w/ red of duck eye to be push-thru, flush to face, red acrylic to illuminate at night
Back-Lit Polycarbonate: Clear
Face Color: Dark Blue [TBD] & White
Return Color: Black
Installation: Stand-off 2 1/2"

[B] - FLAT PANEL
Material: Aluminum
Depth: .080"
Face Color: D/F tape & Silicone/Liquid Nails

[C] - FACE CHANGE
Material: .125" Aluminum
Color: Paint Brushed Aluminum
Surveyed: Yes - Built By Poblocki
Installation: By Poblocki

[D] - GRAPHICS
Graphics: Push-thru [3/4" proud of face]
Color: Teal overlay on white acrylic [TBD]



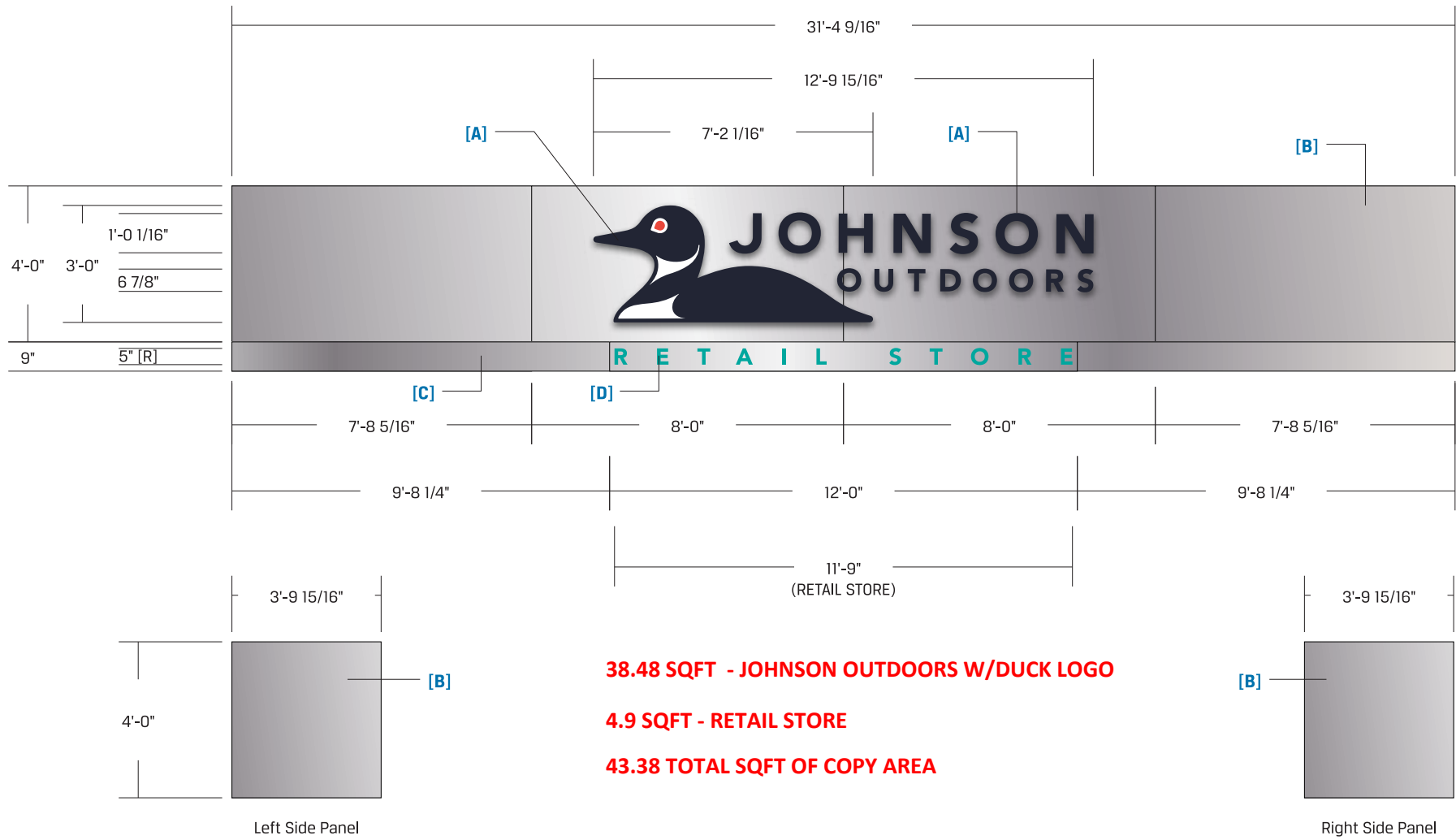
Existing - NTS



Proposed - NTS



Detail of Night View



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This document represents only an approximation of material colors specified. Actual product colors may vary from this print or digital image.

Project
Johnson Outdoors
Racine, Wisconsin

Scale: 1/4"=1'
Original Page Size: 11" x 17"

Notes
DARK BLUE COLOR [TBD]
SURVEY REQUIRED FOR ELECTRICAL
TEAL COLOR [TBD]

REV	DESCRIPTION	BY	DATE
01	Add [C] & [D] to scope	IH	08.11.23
02	Call out RTL STR length	IH	09.26.23

Rep.: **Jim Pacione** Orig. Date: **06/01/23**
Drawn By: **Israel Hill**

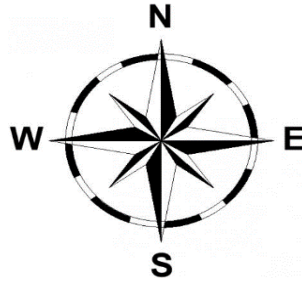
Sign Loc. No. .

LL-01
Lit Letters
Sign Type

96173 **C01**
OPP - Project - Job No. Design



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