



DEPARTMENT OF CITY DEVELOPMENT



Application for Design Review

Applicant Name: Mark Porcaro

Address: 522 6TH STREET City: RACINE

State: WI Zip: 53403

Telephone: _____ Cell Phone: 262-880-3875

Email: markporcaro@porcaroford.com

Agent Name: ROBERT ZANDI

Address: 2367 1ST PLACE City: KENOSHA

State: WI Zip: 53140

Telephone: - Cell Phone: 262-909-2977

Email: bobzandi75@gmail.com

Property Address (Es): 1101 N. MAIN

Current Zoning: B-2

Current/Most Recent Property Use: BOAT SALES AND SERVICE / STORAGE

Proposed Use: 1ST FLOOR - COMMERCIAL AND STORAGE
2ND FLOOR - RESIDENTIAL

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/>





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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 checked="" 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	N/A BUILD'G FACADE REVIEW	
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.	N/A BUILD'G FACADE REVIEW	
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.	DECOR. LIGHTING ONLY	
6. Signage Plan a. dimensioned color elevations of signage b. A diagram showing the location of the proposed signage	NO SIGNAGE	
7. Building/site elevations a. Building elevations showing all four sides of the buildings in color b. Elevation of trash enclosure area	SEE ATTACHED DRAWINGS	
8. Building Material Samples (if making exterior changes)	<input checked="" type="checkbox"/>	





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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: 3-4-24

Applicant Signature (acknowledgement):

Date: 3.4.24



(262) 636-9151



CityDevelopment@cityofracine.org



730 Washington Avenue, Room 102
Racine, Wisconsin 53403



www.buildupracine.org



EXISTING COPING

DARK GRAY
METAL CAP

WHITE E.I.F.S.

LIGHT GRAY CAST
STONE CAP

BLACK ANODIZED
ALUM. WINDOW WITH
LOW E GLASS

LIGHT GRAY RECESSED
PANEL

WHITE TRIM

DARK GRAY BRICK
BLEND PILASTERS

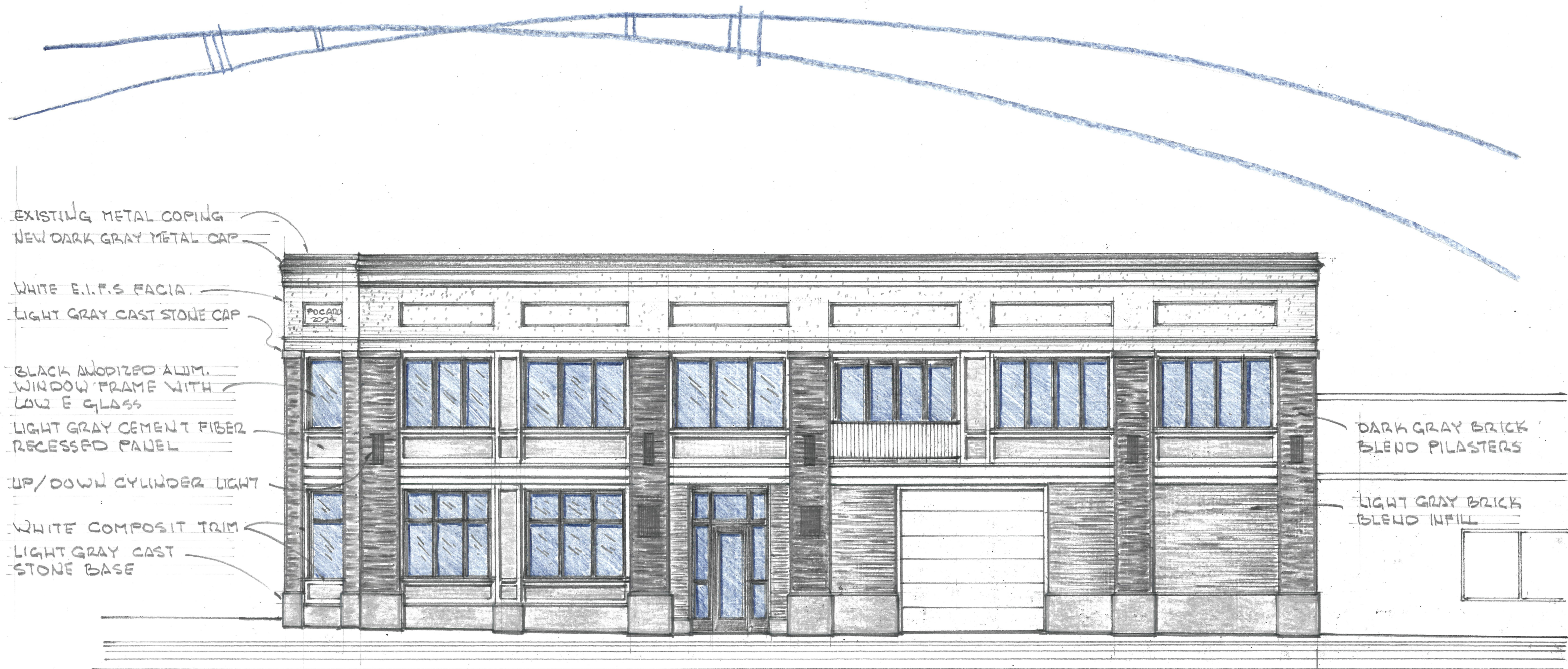
LIGHT GRAY CAST
STONE BASE

DARK GRAY COPING
UP/DOWN LIGHT
WHITE E.I.F.S.

EXISTING CONC.
MASONRY BLDG

NEW BUILDING
FACADE

PROPOSED WEST FACADE FOR:
THE PORCARO BUILDING
1101 N. MAIN RACINE, WI
MARCH 4, 2024







March 4, 2024

City of Racine
Department of City Development

The Porcaro Façade Review
1101 North Main Street
Racine, Wisconsin

2: Written Description of Project

The building at 1101 North Main Street was originally the Main Marine and Ski Building which was used for the sales and service of boats and recreational water craft. Mark Porcaro purchased the building with the intent to develop it into luxury residential apartments on the second floor and a combination of retail and storage space on the first floor.

This is a large building that has been added to and renovated over the years. The portion of the building that is being submitted for review is the original two story portion of the building that is on the north east corner of North Main and Dodge Street. This building is approximately 6,300 square feet per floor. The entire first floor façade on the south and west had a coat of stucco applied over the original brick façade which covered most of the first floor fenestration destroying the integrity of the original building façade both in appearance and in damage to the original brick veneer.

In order to evaluate where the original window and door openings existed and to establish the damage to the original brick veneer, the stucco veneer was removed. This revealed significant damage to the existing window and door openings, damage to the existing stone sills, significant erosion to the mortar joints, and significant damage to the brick veneer. This left a decision to either restore the existing brick veneer or cover the existing brick and create a new façade.

The option to restore the existing brick veneer was rejected for the following reasons.

- 1: Since finding a perfectly matching brick was going to be impossible due to the age of the original building. The extent of rebuilding and tuckpointing of existing veneer would leave a quilt work of mismatched brick and mortar.
- 2: To bring the building back to it's original appearance would require that the entire South and West façade to be stripped of the outer wyth of brick and a new brick veneer be installed. An evaluation of the cost versus benefit could not be justified since the cost would be considerable and the results would leave debatable visual results. Just finding skilled masons that would be capable to duplicate the simple masonry details on the original façade would be challenging.
- 3: Mark Porcaro recognizes that this building is a gateway structure into the City's downtown from the north and needs to be treated as such while still being financially viable. We therefore present the attached drawings of the proposed façade renovation. We feel this design provides a new look for this building while still integrating design features of the downtown fabric of the City. It minimizes work required to stabilize the existing structure and maximizes our work in creating a new façade worthy of being a gateway

structure to the downtown from the north.

Renovating this building will also provide desired benefits to the Downtown District.

- 1: It will bring additional residents to the Downtown District.
- 2: It will bring additional businesses to the Downtown District.
- 3: It will bring additional revenue to the Downtown District.
- 4: This portion of the building will be sprinklered increasing the safety of the building to it's occupants and to the adjacent structures.
- 5: The building will be repaired and brought up to code making it viable for years to come.

Additional Information.

- A: Hours of Operation: The residential portion of the building will be operational 24 hours a day and 7 days a week as expected for a typical residential occupancy. The retail portion will be operational during normal Downtown District business hours. The storage portion of the will have infrequent and unscheduled hours that will be consistent with the Downtown District business hours.
- B: Anticipated Delivery Schedule: As soon as the building permit is issued, construction on the Interior residential units will begin. Once the façade renovation work is approved, then work will begin on the exterior building façade as weather permits. Anticipated completion will be by Thanksgiving of 2024.
- C: Maintenance Plan: Since Mr. Porcaro owns several properties, he has a project manager to oversee and maintain all his properties.
- D: General Use of the Building and Lot: Currently, the focus on this project is the renovation of the second floor into residential units and the exterior façade renovation. Future plans include developing the first floor of this building into retail and parking for the residents. The balance of the building will probably remain as storage for Mr. Porcaro's personal use or for rent.
- E: We anticipate that signage will be limited to address plaques adjacent to the entrance doors and to graphics applied to the glass at the entrance.

We appreciate your consideration of the attached façade plans and ask that you will approve our proposed design.

Please direct any questions to:

Bob Zandi – Architect
262-909-2977
bobzandi75@gmail.com



Project: _____

Fixture Type: _____

Location: _____

Contact: _____

P5642-82 Cylinder

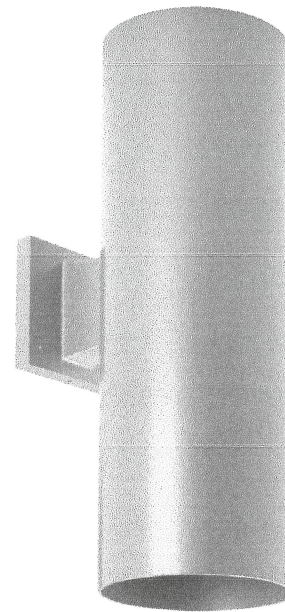
6" uplight/downlight wall cylinders are ideal for a wide variety of interior and exterior applications including residential and commercial. The aluminum Cylinders offers a contemporary design with its sleek cylindrical form and elegant Metallic Gray finish, perfect for today's inspired exteriors. Modern details feature a die-cast aluminum wall bracket and heavy-duty aluminum framing - resulting in an impeccable modern accent that adds panache and sophistication to your outdoor spaces. Provides even illumination up and down.

- Metallic Gray finish.
- Powder coat finish.
- Wet location listed when used with P860046 top cover lens.
- Die-cast aluminum wall brackets and heavy duty aluminum framing.
- Two 250w PAR-38 or 150w BR-40.

Category: Outdoor

Finish: Metallic Gray (Powder Coat Paint)

Construction: cast aluminum Construction



Width: 6 in
Height: 18 in
Depth: 8-7/8 in
H/CTR: 8 in

MOUNTING	ELECTRICAL	LAMPING	ADDITIONAL INFORMATION
Wall mounted	Prewired	Quantity: two 250 W max. PAR-38 or LED equivalent	UL-CUL Damp Location Listed
Mounting strap for outlet box included	6 inches of wire supplied	E26 base porcelain sockets	1-year Limited Warranty
back plate covers a standard 4" recessed outlet box: 4.5" W, 4.5" ht., 2.91" depth	120 V		