



**CITY OF RACINE**

**General Application Form**

Department of City Development  
730 Washington Ave., Rm. 102  
Racine, WI 53403  
Phone: 262-636-9151  
Fax: 262-635-5347

**Type of Reviews**

- 2035 Comprehensive Plan Amendment (\$0 Fee)
- Administrative Review (\$0 Fee)
- Certified Survey Map (\$170 + \$50 per lot)
- Conditional Use Permits (\$695 Fee)
- Design Review (\$0 Fee)
- Research Request (\$0 Fee)
- Rezoning (\$830 Fee)

APPLICANT NAME: Plumb Silver (Austin Schultz)  
 ADDRESS: STREET: 324 Main Street CITY: Racine STATE: WI ZIP: 53403  
 TELEPHONE: (262) 632-5022 CELL PHONE: \_\_\_\_\_  
 EMAIL: austin@plumbgoldjewelry.com

AGENT NAME (IF APPLICABLE): Michael's Signs (Chris Henkes)  
 ADDRESS: STREET 3914 S. Memorial Drive CITY: Racine STATE: WI ZIP: 53403  
 TELEPHONE: (262) 554-6066 CELL PHONE: \_\_\_\_\_  
 EMAIL: chris@michaelsigns.com

PROPERTY ADDRESS (ES): 324 Main Street, Racine, WI 53403  
 CURRENT ZONING: \_\_\_\_\_  
 CURRENT/MOST RECENT PROPERTY USE: Retail  
 PROPOSED USE: Jewelry store  
 PROPOSED ZONING (only if applicable): \_\_\_\_\_  
 LEGAL DESCRIPTION AND TAXKEY (only required for CSM, Rezoning and Comprehensive Plan Amendments): \_\_\_\_\_

CURRENT COMPREHENSIVE PLAN DESIGNATION: (only for comp plan amendments) \_\_\_\_\_  
 PROPOSED COMPREHENSIVE PLAN DESIGNATION: (only for comp plan amendments) \_\_\_\_\_

Are you the owner of the property included in the area of the requested zoning?  
 Yes       No       Option to Purchase       Lease

\*NOTE: The owner of the property (if different than the applicant) must sign this application.

**OWNER & APPLICANT AUTHORIZATION**

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. I agree that if this request is approved, it is issued on the representations made in this submittal, and any approval or subsequently issued building permit(s) or other type of permit(s) may be revoked without notice if there is a breach of representation or conditions of approval. The applicant/owner by their signature understands and agrees that they are responsible for the completion of all on-site and off-site improvements as shown and approved on the final plan:

Owner (s) Signature: [Signature] Date 9/13/19  
 Print Name: Austin Schultz

Applicant (s) Signature: [Signature] Date 9/13/19  
 Print Name: Austin Schultz



**CITY OF RACINE**

**CHECK LIST FOR DESIGN REVIEW**

Department of City Development  
730 Washington Ave., Rm. 102  
Racine, WI 53403  
Phone: 262-636-9151  
Fax: 262-635-5347

- Douglas Avenue
- Downtown
- Olsen Industrial Park
- Redevelopment Area
- State Street
- Uptown
- West Racine
- Young Industrial Park

**BUSINESS REPRESENTATIVE** Chris Henkes

**BUSINESS NAME:** Michael's Signs

**BUSINESS ADDRESS:** 3914 S. Memorial Drive **CITY:** Racine **STATE:** WI **ZIP:** 53403

**TELEPHONE:** (262) 554-6066 **CELL PHONE:** \_\_\_\_\_

**EMAIL:** chris@michaelsigns.com

**SUBMITTAL REQUIREMENTS**

- Cover Letter with brief description of project.
- Plans displaying the following information:
  - Name of development or project
  - Developer's and/or owner's name, address, phone number, facsimile number.
  - Name of person and/or firm preparing plans along with address, phone number, facsimile number.
  - The most current date of preparation/revision

**If the project is for a Sign, Submit...**

- Sign plan drawn to scale showing the design, materials, height, size, location, illumination method, method of installation and number of signs.
- Perpendicular color photo of your building, the buildings on each side of your building, and the buildings across the street.
- Dimensioned color rendering or digitally enhanced color photo of the proposed signage as it will appear when installed.
- Materials samples sign lens, color chips, base materials, anchoring devices (photos or spec. sheets are acceptable).

**If your project includes awnings or canopies, Submit...**

- A plan drawn to scale showing dimensions of projection, drop, valances, height above sidewalk, distance to curb.
- Perpendicular color photo of your building, the buildings on each side of your building, and the buildings across the street.
- Dimensioned color rendering or digitally enhanced color photo of the proposed awning as it will appear when installed.
- Materials samples of awning materials, support structures, anchoring devices (spec. sheets are acceptable), color chips, etc.

**If your project is an exterior remodeling or façade restoration, Submit...**

- Architectural treatment of all building exteriors and include materials samples and color chips.
- Roof-top equipment descriptions (submit dimensioned brochures, drawings or photos) if applicable.
- Dimensioned and to-scale building elevations showing materials, textures and colors (include materials samples and color chips).
- Dimensioned and to-scale color rendering of exterior elevations (include color chips) Roof-top equipment descriptions (submit dimensioned brochures, drawings or photos) if applicable.
- Dimensioned and to-scale building elevations showing materials, textures and colors (include materials samples and color chips).

- Dimensioned and to-scale color rendering of exterior elevations (include color chips)
- Dimensioned sign plan drawn to scale showing design, materials, height, size, location, number of, illumination method, etc.(see sign submittal requirements).
- Dimensioned and to-scale awning or canopy plan (see sign submittal requirements).

**If your project is a building addition or new construction, Submit...**

- Dimensioned and to-scale plot plan showing:
  1. North arrow and scale.
  2. Location of structure(s) on lot.
  3. Parking and access drive locations, parking stall dimensions, curbing, tire stops, loading docks, lighting, etc.
  4. Trash and utility areas, including design, materials, size, location, access to, screening, etc (include materials samples).
  5. Landscaping showing type, size and placement, fencing, berming, walls, screening, etc.
  6. Outdoor lighting showing direction of beam, intensity, and height and type of fixtures (include spec. sheets or drawings).
  7. Location of all easements.
  8. Surface treatment of all outside areas (i.e. Grass, asphalt, concrete, paver stones, etc.)
  9. Location of sewer and water lines, gas, electric, telephone, etc.
  10. On-site surface water drainage, grading, building ground elevations, and storm drainage systems.
  11. Parking plans showing number of parking spaces and location.
- Dimensioned and to-scale sign plan showing design, materials, height, size, location, number of, etc. (see sign submittal reqs).
- Dimensioned and to-scale awning or canopy design (see awning submittal requirements).
- Dimensioned and to-scale building plans showing design attributes such as:
  1. Architectural treatment of all building exteriors (provide materials samples).
  2. Roof-top equipment (submit dimensioned brochures, drawings or photos).
  3. Exterior building elevations showing materials, textures and colors (provide materials samples and color chips).
  4. Color rendering of exterior elevations of building (provide color chips).
  5. Floor plans.
  6. Entrances, exits, loading docks, storage areas and building service areas.
- A schedule of project information such as:
  1. Lot area.
  2. Number, density, size and distribution of dwelling units (if applicable).
  3. Total square feet in building(s) by floor.
  4. Zoning of the project site.

**OTHER REQUIRED INFORMATION (If applicable).**

Number of employees; Hours of operation; Truck traffic and size of truck; Description of business, including machinery used, processes involved, products produced, noise and emissions created; Future expansion.

I certify that all items checked above have been provided. I understand that not providing all of this information may result in an incomplete application and delay the consideration of my project for approval.

SIGNATURE: Chris Henkes DATE: 9/17/19



*"We Project Your Image"*

September 18, 2019

Department City of Development  
730 Washington Avenue  
Racine, WI 53403

Re: Plumb Silver, 324 Main Street

Michael's Signs, Inc. is proposing to add a storefront sign for the new business Plumb Silver, located at 324 Main Street in downtown Racine.

This is a new business, and the owner wishes to create a sign with their logo. See the attached drawings, and paint samples.

The square footage of the new signage is 5.94 square feet. The sign dimensions are: 5' wide x 1' 2-1/4" tall.

In addition, as part of this review, Plumb Silver would like to paint the façade of the building to black and grey (from green and purple). Sherwin Williams paint samples are attached.

Thank you.

A handwritten signature in black ink that reads "Chris Henkes".

Chris Henkes  
Sales Consultant  
(262) 554-6066



Plumb Silver - 324 Main Street



Front of building



Building to the south



Building to the north



Across the street, looking east



Looking north from Plumb Silver storefront



Looking south from Plumb Silver storefront



"We Project Your Image"

**BUILDING SIGNAGE**



**PLUMB SILVER / BUILDING SIGN**  
 ONE (1) SINGLE SIDED, NON-ILLUMINATED BUILDING SIGN  
 1 1/2" ALUMINUM PAN SIGN W/ MAP PAINTED FINISH AND BORDER  
 1/2" ALUMINUM PLATE LETTERING W/ MAP BRUSHED ALUMINUM FINISH  
 ALUMINUM PLATE LETTERS STOOD OFF OF 1/4" ALUMINUM BACKER PANELS  
 LETTERS STOOD OFF 1/2" W/ 1/4" STUDS  
 SIGN MOUNTED TO 3" SQUARE ALUMINUM TUBING PAINTED TO MATCH BUILDING EXTERIOR  
 SIGN MOUNTED TO BUILDING W/ TWO (2) 6" X 10" X 1/2" MOUNTING BRACKETS  
 MOUNTING BRACKETS PAINTED TO MATCH BUILDING EXTERIOR



**Michael's sign**  
 1000 S. 2nd St., Racine, WI 53403  
 PH: (262) 534-4996  
 TOLL FREE: (800) 554-4710

<b>Client:</b> PLUMB SILVER	<b>Date:</b> 9-16-19	<b>REVISION</b>
<b>Address:</b> 324 MAIN STREET	<b>Drawing #:</b> 1(1)	△ 9-16-19
<b>City, State:</b> RACINE, WI 53403	<b>Sheet:</b> 2 of 2	△
<b>Sales Rep:</b> CHRIS HENKES	<b>Scale:</b> 1" = 1'	△
	<b>Designer:</b> A/J	△

**Blumination:**  NO  YES  TYPE

**Electrical Requirements:**  YES  NO

**Sign Specifications:** NOTED ABOVE

WELD AND  TIGER WELD

QUANTITY: 1

**Paint Colors (Auntie's):**

<input type="checkbox"/> MAP BRUSHED ALUMINUM	<input type="checkbox"/>
<input type="checkbox"/> MAP TIGER DARK PROVIDER MET	<input type="checkbox"/>
<input type="checkbox"/> PAINTLINE S&E	<input type="checkbox"/>

**Vinyl Film Colors (at location):**

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

**Client Signature:** \_\_\_\_\_  
 Signature \_\_\_\_\_ Date \_\_\_\_\_

NOTICE: Michael's Sign, Inc. does NOT provide primary electrical to sign location - RESPONSIBILITY OF OTHERS

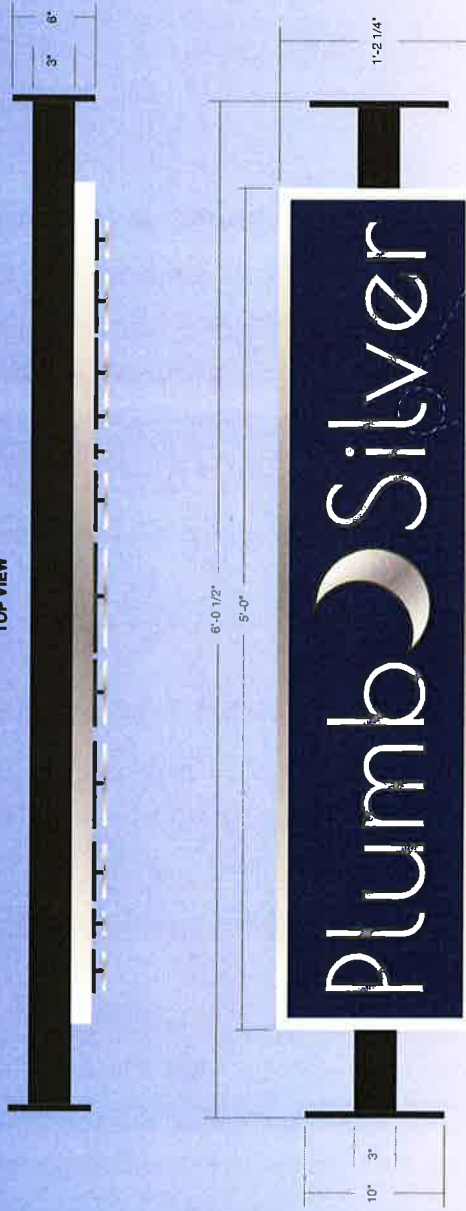
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NOTE: DUE TO THE PHYSICAL LIMITATIONS OF THE PAPER AND INK INVOLVED IN THIS PRINTING PROCESS, THIS CUSTOM ARTWORK IS NOT INTENDED TO PROVIDE AN EXACT MATCH TO THE ACTUAL FINISHED PAINTED PRODUCT.

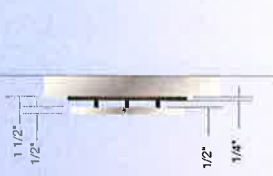


**BUILDING SIGNAGE**

**TOP VIEW**



**SIDE VIEW**



1/4" ALUMINUM BACKER PANEL / OUTLINE W/  
MAP CHARCOAL MET. FINISH

1/2" ALUMINUM PLATE LETTER W/  
MAP BRUSHED ALUMINUM FINISH

**PLUMB SILVER / BUILDING SIGN**

- ONE (1) SINGLE SIDED, NON-ILLUMINATED BUILDING SIGN
- 1 1/2" ALUMINUM PAN SIGN W/ MAP PAINTED FINISH AND BORDER
- 1/2" ALUMINUM PLATE LETTERING W/ MAP BRUSHED ALUMINUM FINISH
- ALUMINUM PLATE LETTERS STOOD OFF OF 1/4" ALUMINUM BACKER PANELS
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- MOUNTING BRACKETS PAINTED TO MATCH BUILDING EXTERIOR

**Michael's sign**  
 We Applied Your Imagination  
 PH: (833) 554-8068  
 TOLL FREE: (800) 554-8110

<b>Client:</b> PLUMB SILVER	<b>Date:</b> 9-16-19	<b>REVISION</b>
<b>Address:</b> 324 MAIN STREET	<b>Drawing #:</b> 1 (1)	△ 9-16-19
<b>City, State:</b> RACINE, WI 53403	<b>Sheet:</b> 1 of 2	△
<b>Scale Rep:</b> CHRIS HENKES	<b>Scale:</b> 1 1/2" = 1"	△
	<b>Designer:</b> Ajb	△

**Paint Colors (As-shown):**  
 MAP BRUSHED ALUMINUM  
 MAP FINISH DARK PRINTER MET  
 ANTIKONE 534 E

**Quantity:** 1

**Sign Specifications:**  
 NOTED ABOVE

**Vinyl Film Colors (as furnished):**


**Client Signature:** \_\_\_\_\_  
 Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**NOTICE:** Michael's Sign, Inc. does NOT provide primary electrical to sign location - **RESPONSIBILITY OF OTHERS**

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