

**CITY OF RACINE, WISCONSIN  
APPLICATION FOR PROJECT REVIEW**

**BY A DESIGN OR DEVELOPMENT REVIEW AUTHORITY**

Downtown \_\_\_\_\_ State Street \_\_\_\_\_ West Racine \_\_\_\_\_ Uptown \_\_\_\_\_ Douglas Avenue \_\_\_\_\_  
Olsen Industrial Park \_\_\_\_\_ Young Industrial Park \_\_\_\_\_ (Jacobsen/Textron) Redevelopment Area \_\_\_\_\_ (Racine Steel)  
Redevelopment Area \_\_\_\_\_ Plan Commission \_\_\_\_\_

**(Not a substitute for building or sign permit approval)**  
Submit Completed Application and Supporting Materials To:

Department of City Development  
730 Washington Ave., Room 306, Racine, WI 53403  
Phone: (262)636-9151 or Fax: (262)636-9329

**IMPORTANT NOTICE: Failure to submit a complete application and required supporting materials may result in an application being rejected, or the review body deferring or denying a proposal.**

**PROJECT ADDRESS OR LOCATION:** 217 6th Street

**PROJECT TYPE:** Exterior Remodel  Addition  New Construction  Façade Restoration  Sign  Other   
**Provide Estimate of Aggregate Project Cost:** \$1,800.00

**BRIEFLY DESCRIBE PROJECT:** \_\_\_\_\_

We are proposing to remove the existing "Racine Optical Co." blade sign and replace it with a new "MYEYEDR." non-illuminated blade sign.

**Anticipated Start Date:** Not available at this time.      **Estimated Completion Date:** \_\_\_\_\_

**PROPERTY OWNER:** Owner Name: The Rosenberg Rev Trust  
(Required Information)

Address: 4908 Indian Hills Drive, Mt. Pleasant      State: WI      Zip Code: 53406      Phone #: \_\_\_\_\_  
Fax #: \_\_\_\_\_      E-Mail: \_\_\_\_\_      Date: \_\_\_\_\_      Signature: \_\_\_\_\_

**BUSINESS INFO:** Business Representative: \_\_\_\_\_ Business Name: My Eye Dr.

Business Address: 217 6th Street, Racine      State: WI      Zip Code: 53403      Phone #: \_\_\_\_\_  
Fax #: \_\_\_\_\_      E-Mail: \_\_\_\_\_      Date: \_\_\_\_\_      Signature: \_\_\_\_\_

**AGENT INFO:** Firm Name: Sign Effectz, Inc.      and Contact: Eric Rohs  
(Architect/Engineer/Designer)

Address: 1827 W. Glendale Avenue, Milwaukee      State: WI      Zip Code: 53209      Phone #: 262-220-9220  
Fax #: \_\_\_\_\_      E-Mail: eric@signeffectz.com      Date: 4/2/2021      Signature: Eric Rohs

**CITY STAFF COMPLETE THIS SECTION**

Date received: \_\_\_\_\_ Date to be reviewed: \_\_\_\_\_ Action: \_\_\_\_\_

SUBJECT PROPERTY IS (CHECK ALL THAT APPLY):

In a Historic District  Designated Local Landmark  State Landmark  National Landmark  NA

ADDITIONAL CITY ACTION THAT MAY BE REQUIRED:

Date of Plan Commission review: \_\_\_\_\_ Plan Commission action: \_\_\_\_\_

Date of Common Council review: \_\_\_\_\_ Common Council action: \_\_\_\_\_

Other: \_\_\_\_\_

**SEE REVERSE SIDE FOR SUBMITTAL REQUIREMENTS**