



**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**

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> 2035 Comprehensive Plan Amendment (\$0 Fee) | <input type="checkbox"/> Certified Survey Map (\$170 + \$50 per lot) | <input type="checkbox"/> Design Review (\$0 Fee)    |
| <input type="checkbox"/> Administrative Review (\$0 Fee)             | <input type="checkbox"/> Conditional Use Permits (\$695 Fee)         | <input type="checkbox"/> Research Request (\$0 Fee) |
|  |  | <input type="checkbox"/> Rezoning (\$830 Fee)       |

**APPLICANT NAME:** Eric P. Dogans, Sr / 2 swift Suits / 2 swiftsuits LLC  
**ADDRESS: STREET:** 1609 Blaine Avenue **CITY:** Racine **STATE:** WI **ZIP:** 53405  
**TELEPHONE:** \_\_\_\_\_ **CELL PHONE:** 262-994-5282  
**EMAIL:** e2swiftsuits@yahoo.com

**AGENT NAME (IF APPLICABLE):** Michaelis Sigus (Chris Henkes)  
**ADDRESS: STREET:** 3914 S. Memorial Drive **CITY:** Racine **STATE:** WI **ZIP:** 53403  
**TELEPHONE:** (262) 554-6066 **CELL PHONE:** \_\_\_\_\_  
**EMAIL:** chris@michaelsigus.com

**PROPERTY ADDRESS (ES):** 411 Main Street, Racine, WI 53403  
**CURRENT ZONING:** \_\_\_\_\_  
**CURRENT/MOST RECENT PROPERTY USE:** \_\_\_\_\_  
**PROPOSED USE:** Retail - mens suits, shoes, etc.  
**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:** \_\_\_\_\_ **Date** \_\_\_\_\_  
**Print Name:** \_\_\_\_\_

**Applicant (s) Signature:** Eric P. Dogans, Sr **Date** 09/10/2019  
**Print Name:** Eric P. Dogans, Sr



**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: 9/16/19



*"We Project Your Image"*

September 18, 2019

Department City of Development  
730 Washington Avenue  
Racine, WI 53403

Re: 2 Swift Suits, 411 Main Street

Michael's Signs, Inc. is proposing to add a storefront sign for the new business 2 Swift Suits, located at 411 Main Street in downtown Racine.

This is a new business, and the owner of 2 Swift Suits wishes to create a sign with their logo. See the attached drawing, and paint samples.

The square footage of the new signage is 18.69 square feet. The sign dimensions are: 6'6" wide x 2' 7/8" tall.

There is currently an awning on the façade, which the owner is going to remove and restore in the area where the 2 Swift Suits sign will be located above the windows.

Thank you.

*Chris Henkes.*

Chris Henkes  
Sales Consultant  
(262) 554-6066

**EXTERIOR SIGNAGE**



**SIDE VIEW**



**MOCK UP SCALE: 1/4"=1'  
PHOTO EDITED TO REMOVE EXISTING TREE AND AWNING**

**2 SWIFT SUITS / EXTERIOR SIGNAGE**

ONE (1) SET OF NON-ILLUMINATED DIMENSIONAL LETTERING  
 1/2" ALUMINUM PLATE LETTERING W/ MAP PAINTED FINISH  
 REGISTERED TRADEMARK SYMBOL ON 1/2" ALUMINUM PLATE W/ 3M VINYL GRAPHICS  
 LETTERING STOOD OFF BUILDING 1/2" W/ 1/4" STUDS

|                              |                         |                 |   |  |   |   |
|------------------------------|-------------------------|-----------------|---|--|---|---|
| <b>Client:</b> 2 SWIFT SUITS | <b>Date:</b> 9-16-18    | <b>REVISION</b> | <b>Illumination:</b> <input checked="" type="checkbox"/> DAY <input type="checkbox"/> NIGHT | <input checked="" type="checkbox"/> FULL BACK <input type="checkbox"/> PARTIAL BACK      | <b>Vinyl Film Colors (per touch-up):</b>  | <b>Client Signature:</b>  |
| <b>Drawing #:</b> 1(2)       | <b>Drawing #:</b> 1(2)  | △ 9-12-18       | <b>Electrical Requirements:</b> <input type="checkbox"/> 120V <input type="checkbox"/> 240V | <b>Paint Colors (Match-to):</b>  | <input checked="" type="checkbox"/> 3M DARK RED <input type="checkbox"/> 3M BLACK | <b>Signature:</b> _____ <b>Date:</b> _____  |
| <b>Sheet:</b> 1 of 1         | <b>Sheet:</b> 1 of 1    | △ 9-16-19       | <b>Sign Specifications:</b>   | <input checked="" type="checkbox"/> MATCH 3M DARK RED <input type="checkbox"/> MAP BLACK | <input type="checkbox"/> _____ <input type="checkbox"/> _____                     | <b>NOTICE:</b> Michael's Signs, Inc. does NOT provide primary electrical to sign location. <b>RESPONSIBILITY OF OTHERS</b>  |
| <b>Scale:</b> 3/4" = 1'      | <b>Scale:</b> 3/4" = 1' | △               | <b>Sign Specifications:</b>   | <input type="checkbox"/> _____ <input type="checkbox"/> _____                            | <input type="checkbox"/> _____ <input type="checkbox"/> _____                     | 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, copied, reproduced in whole or in part without written permission. |
| <b>Designer:</b> AJM         | <b>Designer:</b> AJM    | △               |   |  |   |   |

**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.**

2 Swift Suits – 4111 Main Street



Front of building



Building to the north



Building to the south



Across the street, looking west



Looking south from 2 Swift Suits storefront



Looking north from 2 Swift Suits storefront



"We Project Your Image"

2 Swift Suits – 411 Main Street



Front of building



Shows the awning wear and tear



Side-view of existing awning



The proposed sign would go in this space



"We Project Your Image™"