

## Application for Façade Grant : WEST FACADE

Applicant Name: Mark Porcaro

Address: 522 6<sup>TH</sup> STREET City: RACINE

State: WI Zip: 53403

Telephone: - Cell Phone: 262-880-3875

Email: markporcaro@porcaroford.com

Agent Name: ROBERT ZANDI

Address: 2367 1<sup>ST</sup> 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: B2

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

Proposed changes: (use additional sheet if necessary)

1<sup>ST</sup> FLOOR: COMMERCIAL AND STORAGE

2<sup>ND</sup> 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>

For properties not within a specific design area, adherence to Commercial façade design guidelines is required.



## Application for Façade Grant : SOUTH FAÇADE

Applicant Name: MARK PORCARO

Address: 522 6<sup>TH</sup> STREET City: RACINE

State: WI Zip: 53403

Telephone: - Cell Phone: 262.880.3875

Email: markporcaro@porcaroford.com

Agent Name: ROBERT ZANDI

Address: 2367 1<sup>ST</sup> PLACE City: KENOSHA

State: WI Zip: 53140

Telephone: - Cell Phone: 262.909.2977

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## Process to Apply

1. Read and understand program rules and procedures outlined in this application, then turn in completed application.
2. Staff review for completeness and eligibility.
3. Review by Community Development Authority (CDA) or the Planning, Heritage and Design Commission PHDC) (PHDC is for properties in downtown design review area).
4. Proposed project and scope of work approved/denied by CDA or PHDC.
5. Agreement to follow program guidelines entered into, along with completion of W-9 form.
6. Completion of authorized work (requires obtaining permits as determined by the Building and Inspection Division of City Development Department).
7. Inspection by City Planning and Building Division staff.
8. Reimbursement of 50% of total eligible project costs up to \$10,000 per street frontage (can take up to 3 weeks to process check after complete information submitted).

## Properties and Project Costs Not Eligible for Grant Funding

1. Buildings less than 50 years old.
2. Property taxes or other City fees are delinquent.
3. Projects with open code violations (unless grant will remedy violations).
4. Properties in litigation, condemnation, or receivership.
5. Properties used exclusively as residential.
6. Any work started or in progress before application is approved and façade grant agreement is executed.
7. Building permits, government approvals and taxes are ineligible expenses.
8. Labor performed by the applicant, or a company/subsidiary of the applicant is not eligible for reimbursement.

## Properties and Project Costs Eligible for Grant Funding

1. Exterior improvements and those interior improvements visible within 10 feet of a storefront window.
2. Improvements located on a building side facing a public street.
3. Signage, fencing, landscaping and site improvements adjacent to the public street if not more than 50% of the total project cost.
4. Work to correct exterior building code violations.
5. Restoration or recreation of historical elements or features of façade.
6. Property is zoned or used as industrial, commercial or mixed use and within the project eligibility area (next page).

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. Completed Façade Grant Application	✓	
2. Explanation of how proposed project is consistent with applicable design guidelines from: <a href="https://www.buildupracine.org/business-tools/planning/">https://www.buildupracine.org/business-tools/planning/</a>	✓	
3. Minimum of two (2) bids from licensed and bonded contactors <ol style="list-style-type: none"> <li>a. Detailed cost information by element (cost of windows, cost of door, cost of wall repair, etc. listed separately); and</li> <li>b. Proposed schedule to begin and complete work.</li> </ol>	TBD	
4. Written description of proposed use of the property, including: <ol style="list-style-type: none"> <li>a. Hours of operation</li> <li>b. Anticipated delivery schedule</li> <li>c. Maintenance plan</li> <li>d. General use of the building and lot</li> </ol>	✓	
5. Proposed improvements plan (drawn to scale), including: <ol style="list-style-type: none"> <li>a. Building elevations; and</li> <li>b. Identification as to whether all elements are "Existing" or "Proposed"; and</li> <li>c. Include any signage; and</li> <li>d. Any proposed elements require product samples as indicated in #5 below.</li> </ol>	✓	
6. Product samples or catalog/product cut sheets and/or images <ol style="list-style-type: none"> <li>a. Physical material sample of product; or</li> <li>b. Product cut sheet; or</li> <li>c. Photo of exact product to be installed.</li> <li>d. Any change in exterior coloring requires submission of color card samples for the exact specification and manufacturer to be utilized AND a diagram indicating where on the building each color will be used.</li> </ol>	✓	
7. Photos of the project area as follows: <ol style="list-style-type: none"> <li>a. Overall wall photo showing entire building wall(s)</li> <li>b. Close up photos of the existing elements which are to be replaced or repaired (windows, doors, cornice, trim panels etc.)</li> </ol>	✓	



### Acknowledgement and authorization signatures

A façade grant is not like a permit; applying does not mean it will be approved.

The façade grant is a reimbursement program (50% of eligible project costs up to \$10,000), all project costs must be paid in advance and the grant money will be awarded after successful final inspection from the City Building and Inspection Division and Planning Division. Work which is not completed as approved (assuming the application is successful) is grounds for non-payment of funds or reduced payment of grant funds.

If awarded, the applicant will be required to submit a W-9 form to receive funds and also complete an agreement before any work eligible for reimbursement is completed.

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 or processing of this application. By signing the application, I have read and understand the rules and procedures of the façade grant program and authorize a City Development employee to take any photos from my property to better understand the proposal if needed.

Property Owner Signature (acknowledgement and authorization): Paul A. Pano Date: 5-16-24

Applicant Signature (acknowledgement): [Signature] Date: 5.16.24

May 15, 2024

City of Racine  
Department of City Development

The Porcaro Façade Grant Application  
1101 North Main Street  
Racine, Wisconsin

#### 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 its 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





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





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