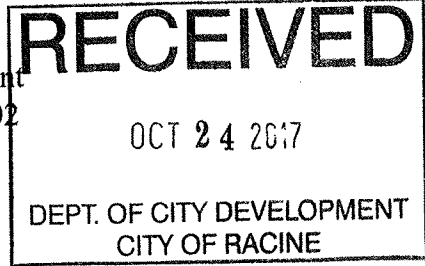


Department of City Development
730 Washington Ave, Room 102
Racine, WI 53403



To Whom it May Concern:

We, James Powell Photography, lease the building at 1207 N. Main Street, Racine, WI 53402 as of March 11, 2017. For about 1 month we have been working with The Sign Shop to have our window logo designed. On the week of 10/16/17 we were scheduled to have the logos installed at the business. In doing so I found out from the Landlord that we needed to contact the Department of City Development for approval. Unbeknownst to us or the Sign Shop the business location falls under the "downtown area" in which approval is needed. During this week we have been corresponding with Matthew Sadowski and Will Christman from the Sign Shop pertaining the process. James Powell Photography was set to open on 10/21/17, our grand opening date, therefore after being notified that the logos were within square footage allowances we made the decision to have them installed for our grand opening. The logos were installed on 10/20/17. We are submitting the application after the fact to make sure that the logos are within requirements/specs for approval. The following information for all parties involved in the project are as follows:

Owner of 1207 N Main St - David Popoff 949-573-6373
12801 Moorpark St, Ste 107, Studio City, CA 91604

Lessee - James Powell Photography (James Powell/Pamela Durrah)
262-902-9414/262-989-1969

Firm that prepared logos - The Sign Shop
Will Christman 262-634-3000

The window measurements are:

Left front window - 63 x 77"

Door - 29.125 x 75"

Right front window - 62.5 x 77"

The logo is a white vinyl window decal on the exterior of the window. The measurements for both storefront windows are:

JP LOGO - 17.5 x 7.5"

JAMESPOWELL PHOTOGRAPHY - 46 X 7"

(including website below business name)

The door lettering measurements are:

JAMESPOWELL PHOTOGRAPHY - 26 X 7"

(including phone number and call for appointment)

TOTAL GLASS AREA: 82.2 sf

TOTAL LETTERING AREA: 9.9 sf

LETTERING COVERAGE APPROX 12%

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 ___ Landmarks 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 102, Racine, WI 53403
Phone: (262)636-9151 or Fax: (262)635-5347

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: 1207 N. Main St Racine, WI 53402

PROJECT TYPE: Exterior Remodel ___ Addition ___ New Construction ___ Façade Restoration ___ Sign Other ___
Provide Estimate of Aggregate Project Cost: \$185

BRIEFLY DESCRIBE PROJECT: window logo/letter installation - white vinyl - see cover letter

Anticipated Start Date: ___ Estimated Completion Date: 10/20/17

PROPERTY OWNER: Owner Name: David Popoff
(Required Information)
Address: 1280 Moorpark St. State: CA Zip Code: 91604 Phone #: 949-513-6373
Fax #: ___ E-Mail: dave@popoff.net Date: 10/22/17 Signature: n/a

BUSINESS INFO: Business Representative: James Powell Business Name: James Powell Photography
Business Address: 1207 N. Main St State: WI Zip Code: 53402 Phone #: ___
Fax #: ___ E-Mail: jppow12@yahoo.com Date: 10/22/17 Signature: James Powell

AGENT INFO: Firm Name: The Sign Shop and Contact: Will Christman
(Architect/Engineer/Designer)
Address: 2601 Ferguson Ave State: WI Zip Code: 53404 Phone #: 634-3000
Fax #: 634-3354 E-Mail: will@signshopracine.com Date: ___ Signature: ___

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



17.5 x 17.5"

JAMESPOWELL PHOTOGRAPHY

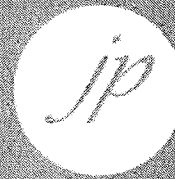
www.jpowell.photography

46x7"

JAMESPOWELL PHOTOGRAPHY

1287 302 9414
Galler Appointments

26x7"



17.5 x 17.5"

JAMESPOWELL PHOTOGRAPHY

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46x7"

Window 63 x 77"

Door 29.125 x 75"

Window 62.5 x 77"

Total glass area: 82.2 sf
Total lettered area: 9.9 sf
Lettering coverage approx 12%







