



DEPARTMENT OF
CITY DEVELOPMENT



Application for Design Review – Signage Only

Applicant Name: Hotel Verdant & Poblocki Sign Company LLC

Address: 500 Main St. City: Racine

State: WI Zip: 53403

Telephone: 414-264-5901 Cell Phone: 954-675-2204 (Emily Garofalo)

Email: egarofalo@dominionproperties.com

Agent Name: Poblocki Sign Company LLC - Deb Burton

Address: 922 S. 70th St. City: West Allis

State: WI Zip: 53214

Telephone: 414-777-4261 Cell Phone: 414-242-7060

Email: dburton@pobloci.com

Property Address (Es): 500 Main St.

Current Zoning: B 4

Current/Most Recent Property Use: Various

Proposed Use: Hotel

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/>



(262) 636-9151



CityDevelopment@cityofracine.org



730 Washington Avenue, Room 102
Racine, Wisconsin 53403



www.buildupracine.org



DEPARTMENT OF CITY DEVELOPMENT



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. Signage Review Application	<input checked="" type="checkbox"/>	
2. Site Plan (drawn to scale) if installing freestanding sign, including: <ol style="list-style-type: none"> a. Fully dimensioned property boundary b. All buildings (existing and proposed) c. Setbacks from property lines d. Identification as to whether all elements are "Existing" or "Proposed" e. Location of signage, with setbacks 	<input checked="" type="checkbox"/>	
3. Lighting Plan <ol style="list-style-type: none"> a. Location of light fixtures b. A cut sheet of light fixtures with indication of cut-offs or shielding c. Illumination diagram indicating intensity of lighting on the property. 	<input type="checkbox"/>	
4. Signage Plan <ol style="list-style-type: none"> a. dimensioned color elevations of signage b. A diagram showing the location of the proposed signage on building 	<input checked="" type="checkbox"/> See drawings 93597	
5. Samples of sign materials	<input type="checkbox"/>	

Acknowledgement and authorization signatures

Design Review is not like a building permit; applying does not mean it will be approved.

The Review Committee may approve the design outright, or with changes which must be adhered to.

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.

Owner Signature (acknowledgement and authorization):  Date: 10/20/22

Applicant Signature (acknowledgement): Deb Burton D. Burton Date: 10-20-22



MONUMENT SQUARE

(20) SBP
(1) HPO
(20) HET

(20) HET
(1) HPO
(16) SBP

CAB-04

EP-01

CAB-02

CAB-01

(7) 36" x 24"
DECKS
MOVABLE
PLANTER

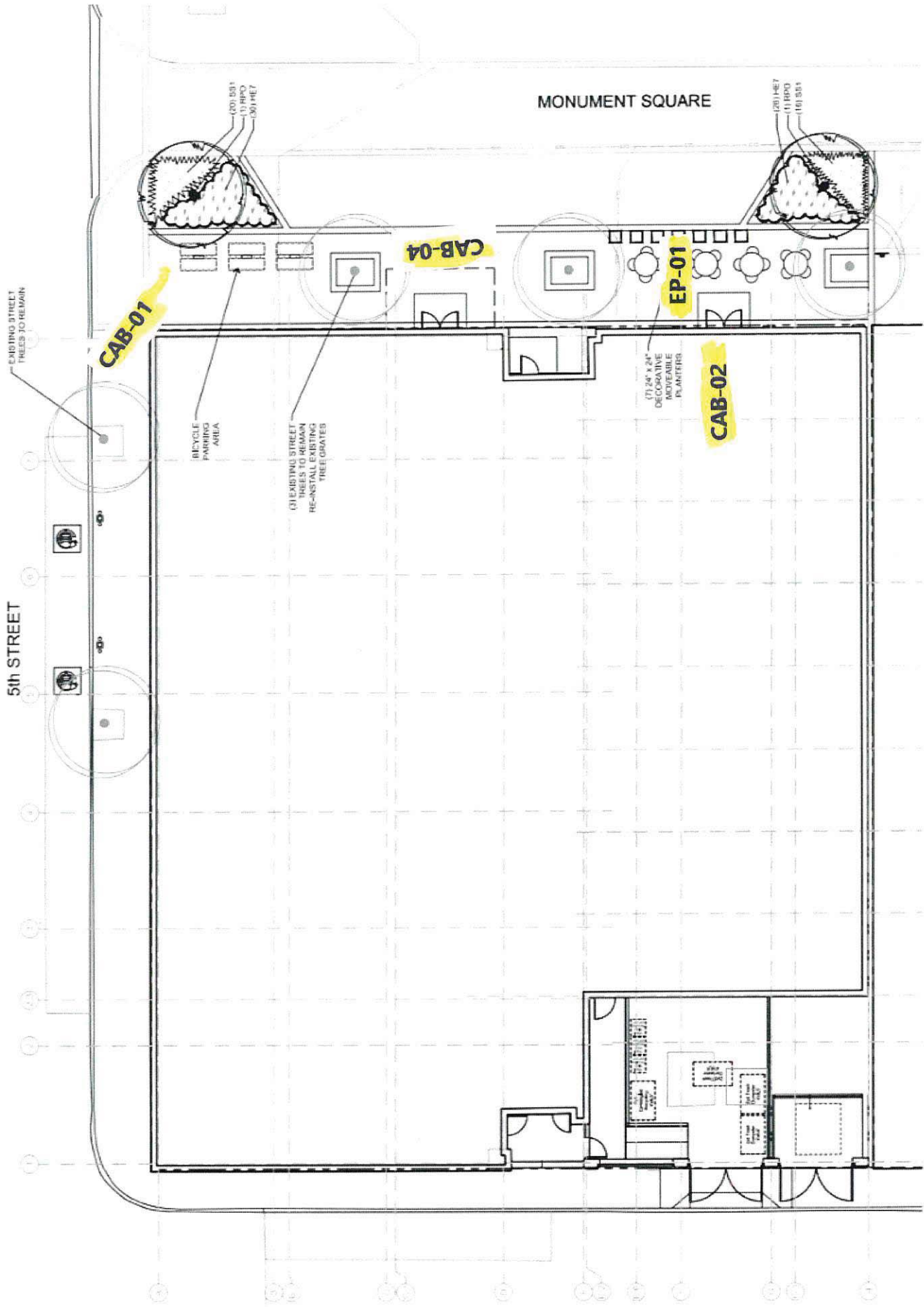
BICYCLE
PARKING
AREA

(3) EXISTING STREET
TREES TO REMAIN
RE-INSTALLING
THEIR GRATES

EXISTING STREET
TREES TO REMAIN

5th STREET

WISCONSIN AVENUE



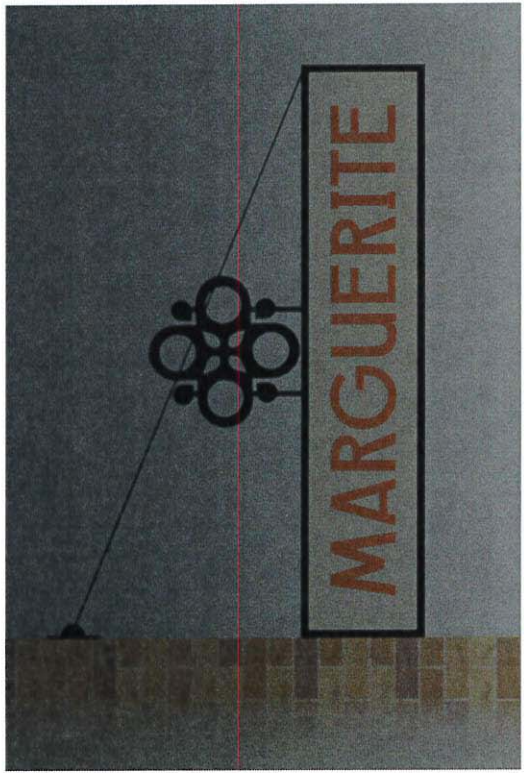
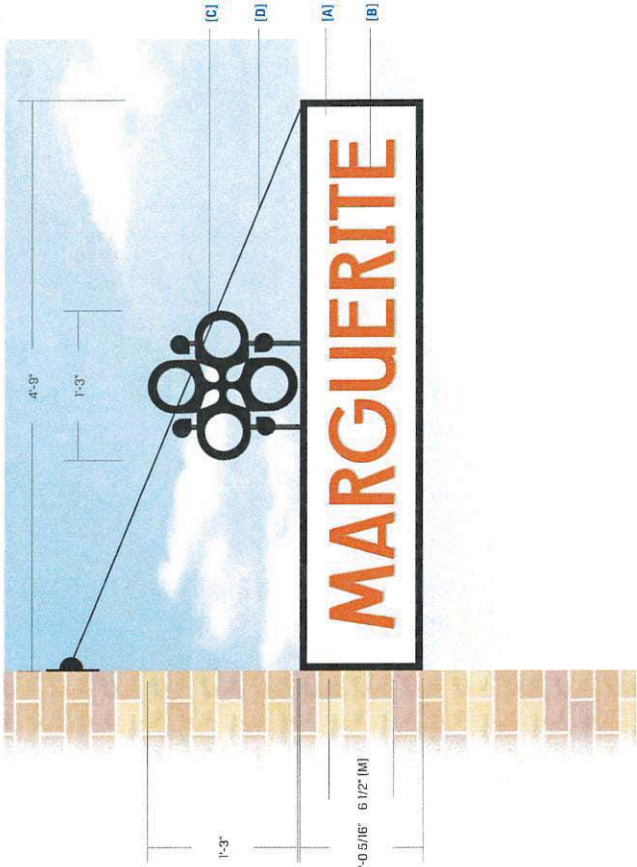
SIGN SPECIFICATIONS

[A] - CABINET
 Lighting: Non-Lit
 Material: Aluminum
 Face Color: Painted Light Cream (TBD) & PMS Black 3c
 Cabinet Color: Painted PMS Black 3c
 Installation: Projecting

[B] - LETTERS
 Material: Aluminum
 Depth: 1/4"
 Letter Color: Paint to match PMS 1555c Orange
 Installation: Flush to face

[C] - LOGO
 Description: Pan Aluminum
 Face Color: Painted PMS Black 3c
 Return Color: Painted PMS Black 3c
 Installation: 1/2" dia. rods to top of cabinet

[D] - MOUNTING
 Material: Guy-Wire to building
 Color: Black



Proposed Night View



Side View



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Project
 HOTEL
Verdant
 Racine, Wisconsin

Scale: 1"=1'
 Original Page Size: 11" x 17"
NOTES
 LIGHT CREAM COLOR (TBD)

REVISIONS

REV	DESCRIPTION	BY	DATE
01	Non-Lighted Sign	IS	4.20.22

Rep: Katie Conroy
 Drawn By: Israel Hill
 Sign Loc. No. :
 519 Date: 03/25/22



93597
 099 - Project - Job No.
C01
 Design