



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	X	
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 	X	
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. 		
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 	x See drawings 93597	
5. Samples of sign materials		

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): Christopher Adams, Authorized Signatory for The Main Attraction, LLC
Deb Burton D. Burton Date: 10-20-22



(262) 636-9151



CityDevelopment@cityofracine.org



730 Washington Avenue, Room 102
Racine, Wisconsin 53403



www.buildupracine.org

5th STREET

EXISTING STREET TREES TO REMAIN

CAB-01

BICYCLE PARKING AREA

(3) EXISTING STREET TREES TO REMAIN
RE-INSTALL EXISTING TREE GRATES

CAB-04

(20) SB1
(1) HPO
(30) HET

MONUMENT SQUARE

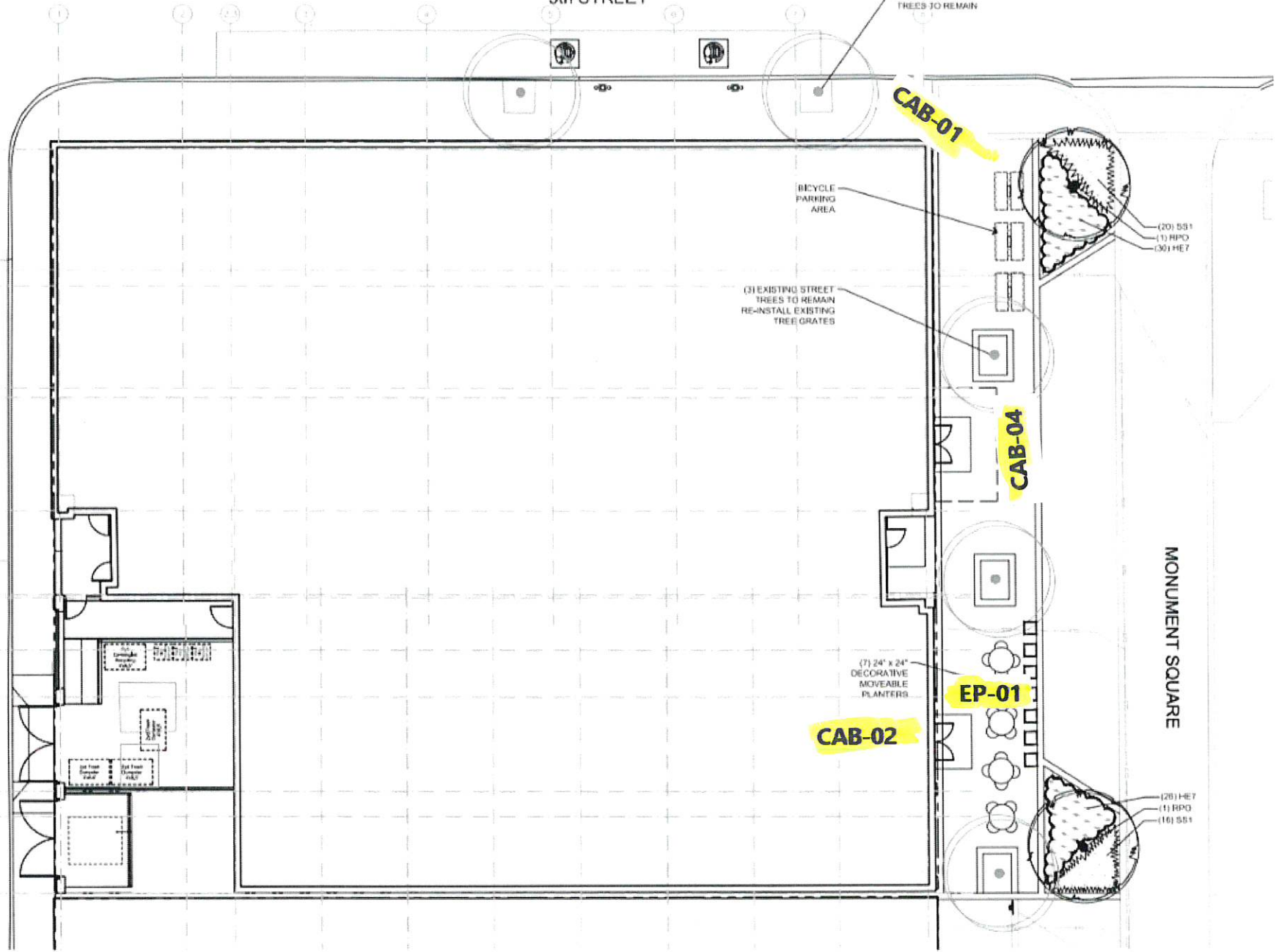
(7) 24" x 24" DECORATIVE MOVEABLE PLANTERS

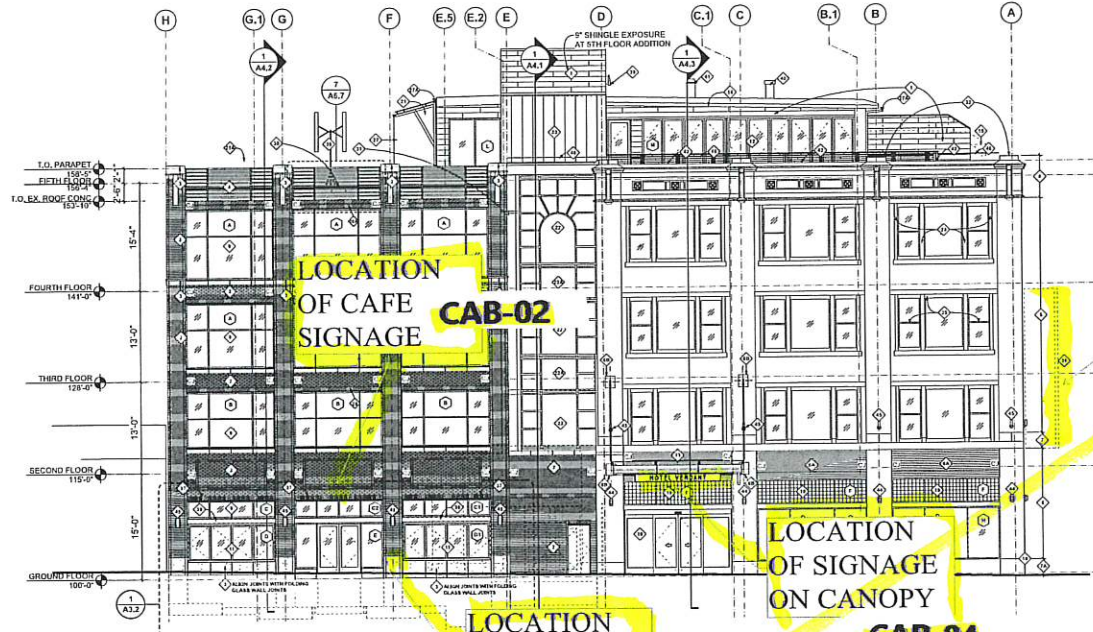
EP-01

CAB-02

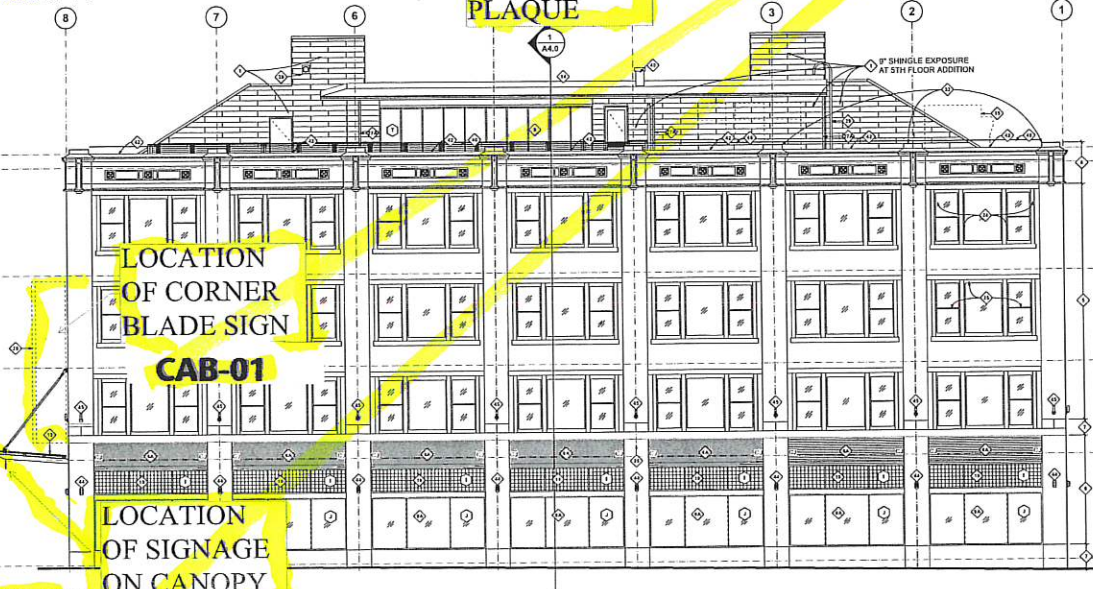
(20) HET
(1) HPO
(10) SB1

WISCONSIN AVENUE





1 EAST ELEVATION
SCALE: 1/8" = 1'-0"



2 NORTH ELEVATION
SCALE: 1/8" = 1'-0"

- ELEVATION KEYED NOTES:**
- ⊕ PAINTED METAL SIDING (PAC CLAD AGED COPPER)
 - ⊕ BRICK
 - ⊕ THIN BRICK ON CAST STONE WALL PANEL
 - ⊕ PRECAST CONCRETE PLASTER BASE, CAP OR WALL CAP
 - ⊕ ALUMINUM TUBE-STOCK LOUVER (BLACK)
 - ⊕ EXISTING 1925 BRICK TO BE CLEANED & TUCKPOINTED
 - ⊕ EXISTING 1999 BRICK TO BE CLEANED & TUCKPOINTED
 - ⊕ INFILL BETWEEN PRECASTERS USING EXISTING 1999 BRICK STOCKPILED BRICK CRUSTLE. PROVIDE CONTROL JOINT BETWEEN INFILL AREAS & PRECASTERS
 - ⊕ 100TH IN GALVANIZED BRICK AROUND NEW CANOPY STEEL CONNECTIONS
 - ⊕ EXISTING 1999 PRECAST TRIM AT SECOND FLOOR WINDOW SILL AND PLASTER BASE TO BE CLEANED AND COATED WITH TWO COATS OF MEDIUM
 - ⊕ EXISTING 1999 CAST-IN-PLACE CONCRETE PIER BASE AND WALL BELOW FIRST FLOOR WINDOW SILL TO BE CLEANED. PIER BASE TO BE COATED WITH MODAC F-100 TO MATCH EXISTING WHITE TERRA COTTA COLOR AND BELOW FIRST FLOOR SILL TO BE COATED TO MATCH NEW PRECAST TRIM COLOR
 - ⊕ MEMBRANE ROOF
 - ⊕ HIRC ROOF FOR EQUIP.
 - ⊕ PAINTED METAL GATE (BLACK)
 - ⊕ HIRC LOUVER (BLACK)
 - ⊕ REPLACE DAMAGED CAST STONE UNITS WITH SALVAGED UNITS.
 - ⊕ TRANSOM WINDOW IN SURFACE APPLIED CANKING BOTH SIDES OF TRANSLUCENT INSULATED GLASS
 - ⊕ METAL RAILING (BLACK)
 - ⊕ SOLAR PANEL ON STEEL CANOPY FRAME. PAINT STEEL CANOPY FRAME BLACK
 - ⊕ SOLAR PANEL ON ROOF
 - ⊕ EXISTING ALUMINUM CURTAIN WALL FRAMING AND EXISTING GLASS TO REMAIN. PAINT ALUMINUM FRAMING BLACK
 - ⊕ EXISTING ALUMINUM CURTAIN WALL FRAMING AND EXISTING SPANDREL PANELS TO REMAIN. PAINT ALUMINUM FRAMING BLACK. PROVIDE ADVISORY COSE TO REPLACE EXISTING SPANDREL PANELS WITH NEW GLASS TO MATCH EXISTING VISION GLASS.
 - ⊕ STANDING SEAM METAL ROOFING (PAC CLAD AGED COPPER)
 - ⊕ EXISTING FLUVED WOOD TRIM TO BE PAINTED BLACK. REPLACE MISSING OR DAMAGED WOOD TRIM. TYPICAL OF 21 OPENINGS.
 - ⊕ INTERIOR OF EXISTING 1999 ALUM WINDOWS TO REMAIN UNPAINTED. EXTERIOR TO BE PAINTED (BLACK). TYP. OF 21 OPENINGS.
 - ⊕ REPLACE FOGGED GLASS AT EXISTING ALUMINUM STOREFRONT WINDOW. (SEE LOCATION CALLS)
 - ⊕ NEW PROPOSED BLADE SIGN. SIZE & DESIGN TBD.
 - ⊕ RAIN CHAIN
 - ⊕ DOWN SPOUT (PAINT TO MATCH SIDING COLOR - PAC CLAD AGED COPPER)
 - ⊕ SINGLE BRICK SOLDIER COURSE, TYPICAL AT 2ND AND 3RD FLOOR WINDOW HEADS.
 - ⊕ DOUBLE BRICK SOLDIER COURSE, TYPICAL AT 4TH FLOOR WINDOW HEADS.
 - ⊕ ROOF LADDER. PAINT TO MATCH SIDING COLOR (PAC CLAD AGED COPPER)
 - ⊕ THIRD WALL OVERFLOW SCUPPER, MATCH COLOR OF WALL PENETRATIONS
 - ⊕ THIRD WALL OVERFLOW LAUNDS TONGUE FOR NORTH ROOF
 - ⊕ REMOVE ALL EXISTING SQUARE TERRA COTTA PLASTER CAPS AND PARAPETS TO FACILITATE INSTALLATION OF NEW METAL FLASHING, TYPICAL OF 14 LOCATIONS
 - ⊕ JOINT BETWEEN PRECAST WALL PANEL & 4" FACE BRICK PLASTER RETURN
 - ⊕ PRECAST WALL PANEL JOINT. SEAM TO MATCH BRICK COLOR
 - ⊕ 8" TALL METAL COPING - MATCH COLOR OF PRECAST PLASTER CAPS
 - ⊕ WIND TURBINE. SEE ELECTRICAL DRAWINGS
 - ⊕ MOTORIZED FABRIC AWNING
 - ⊕ MOTORIZED HOLL-DOWN INSECT SCREEN
 - ⊕ FRESH AIR INTAKE - LOBBY (PAC CLAD AGED COPPER)
 - ⊕ FRESH AIR INTAKE - ROOF (PAC CLAD AGED COPPER)
 - ⊕ POWER VENT - ROOF (PAC CLAD AGED COPPER)
 - ⊕ FURNISH AND INSTALL NEW METAL COPING AT PARAPET WALL, INCLUDING REPAIR AND/OR REPLACEMENT OF SUBSTRATE MATERIALS (NAILERS, CANT STRIPS, ETC.)
 - ⊕ NEW CONCRETE WALL INFILL. SEE DETAIL 05A2
 - ⊕ INSTALL NEW LIGHT FIXTURE ON EXISTING PLTICAL BOX. SEE LIGHTING DRAWINGS.
 - ⊕ INSTALL NEW LIGHT FIXTURE ON NEW ELECTRICAL BOX. SEE LIGHTING DRAWINGS.
 - ⊕ NEW PAINTED STEEL GUARDRAIL AND PORED TO BACKSIDE OF EXISTING PARAPET. SEE DET. 05A10
 - ⊕ GENERATOR EXHAUST AT LOUVER BLANK-OFF.



The Kubala Washko Architects, Inc.
1001 West Wisconsin Avenue
Cedarburg, WI 53012
P: 262.377.6223 | F: 262.377.2254

PROJECT

HOTEL VERDANT

500 Main Street
Racine, WI 53403

OWNER
THE MAIN ATTRACTION, LLC

CONSTRUCTION MANAGER
CG SCHMIDT
11711 Wisconsin Park Drive
Madison, WI 53727
P: 608.277.1077

INTERIOR DESIGNER
THE GETTYS GROUP
2575 Waubesa Drive, 4th Floor
Chicago, IL 60611
P: 312.852.2444

STRUCTURAL ENGINEER
PIERCE ENGINEERS, INC.
181 N. Lincoln Ave.
Madison, WI 53702
P: 608.277.0200

MECHANICAL ENGINEER
R.A. SMITH, INC.
221 E. 2nd Street
Milwaukee, WI 53202
P: 414.778.1389

ELECTRICAL ENGINEER
RING & DUCHATEAU, LLP
1700 N. Capital Drive
Racine, WI 53403
P: 262.741.7328

MECHANICAL ENGINEER
RING & DUCHATEAU, LLP
1700 N. Capital Drive
Racine, WI 53403
P: 262.741.7328

ELECTRICAL ENGINEER
RING & DUCHATEAU, LLP
1700 N. Capital Drive
Racine, WI 53403
P: 262.741.7328

ACoustical CONSULTANT
SHINER & ASSOCIATES, INC.
1220 W. Wisconsin Ave., Suite 1025
Chicago, IL 60606
P: 312.467.3360

FOOD SERVICE/LAUNDRY
CAPITAL FOODSERVICE DESIGN, LLC
1201 Lake View Avenue
Madison, WI 53704
P: 608.241.6174

REVISIONS

NO.	DATE	DESCRIPTION
CR-1	January 10, 2022	
CR-2	January 26, 2022	
CR-7	April 19, 2022	
CR-9	May 11, 2022	
CR-11	May 22, 2022	
CR-13	July 22, 2022	

DATE
May 5, 2021

PROJECT NUMBER
222718.01

SHEET TITLE
Exterior Elevations

SHEET NUMBER
A3.0

Copyright © 2021 The Kubala Washko Architects, Inc.
All Rights Reserved.

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

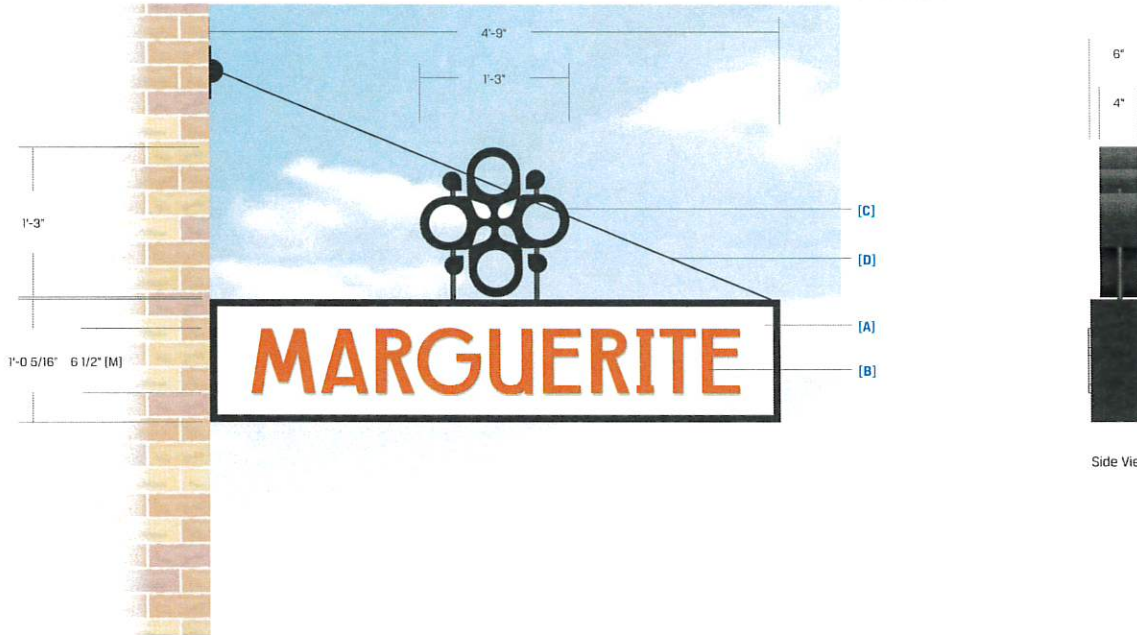
Material: Aluminum
 Depth: 1/4"
 Letter Color: Paint to match PMS 1595c Orange
 Installation: Flush to face

[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



Side View



Proposed Night View



829 S. 10th St. Milwaukee WI 53234
 414.453.4770 • www.poblocki.com

This document is owned by and the information contained in it is proprietary to Poblocki Sign Company, LLC. By receipt hereof, the holder agrees not to use the information, disclose it to any third party or reproduce this document without the prior written consent of Poblocki Sign Company, LLC. Holder also agrees to immediately return this document upon request by Poblocki Sign Company, LLC.

This document represents only an approximation of material colors specified. Actual printed colors may vary from this print to digital image.

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		4.20.22

Rep: Katie Conroy

Drawn By: Israel Hill Orig. Date: 03/25/22

Sign Loc. No. .

CAB-02

D/F Cabinet

Sign, Type

93597

GPP - Project - Job No.

CO1

Design

SIGN SPECIFICATIONS

[A] - CABINET

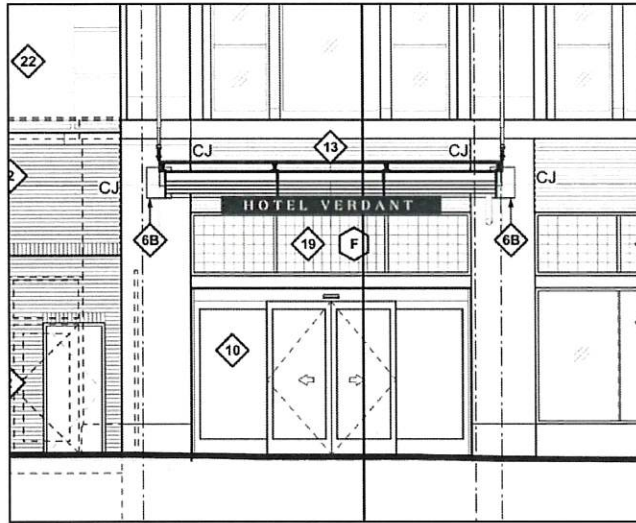
Lighting: Non-Lit
 Material: Aluminum
 Face Color: Painted PMS Black 3c
 Cabinet Color: Painted PMS Black 3c
 Installation: Hanging

[B] - GRAPHICS

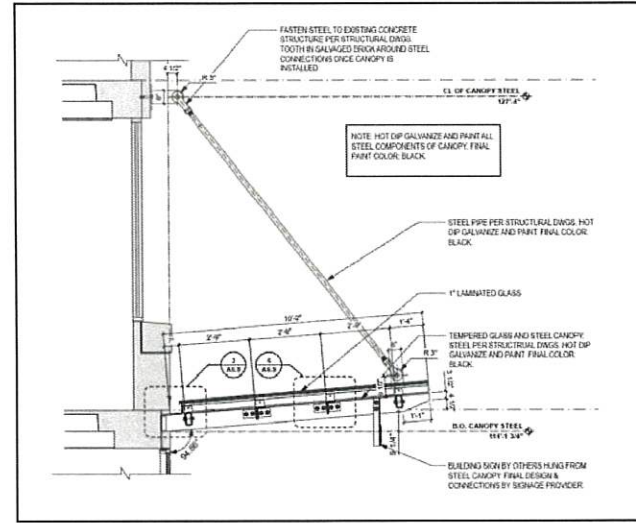
Material: Aluminum
 Depth: 1" Pan
 Color: Mask and Paint Opaque PMS Black 3c and Light Cream [TBD]

[C] - MOUNTING

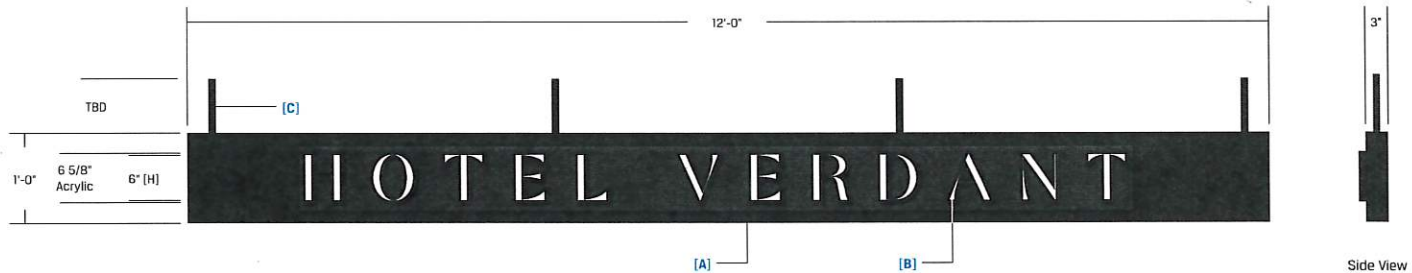
Material: 1" Sq. Tubing
 Color: Painted PMS Black 3c



Elevation



Canopy Mounting View



Side View



Proposed Night View



922 S. 76th St., Milwaukee, WI 53214
 414.353.4910 • www.poblocki.com

This document is owned by and the information contained in it is proprietary to Poblocki Sign Company, LLC. By receipt hereof, the holder agrees not to use the information, disclose it to any third party or reproduce this document without the prior written consent of Poblocki Sign Company, LLC. Holder also agrees to immediately return this document upon request by Poblocki Sign Company, LLC.

This document represents only an approximation of material colors specified. Actual product colors may vary from this print or digital image.

Project

HOTEL
Verdant

Racine, Wisconsin

Scale: 3/4"=1'

Original Page Size: 11" x 17"

Notes

LIGHT CREAM COLOR [TBD]

Revisions

REV	DESCRIPTION	BY	DATE
01	Non-Lighted Sign	ih	4.20.22

Rep.: Katie Conroy

Drawn by: Israel Hill Orig. Date: 03/25/22

Sign Loc. No. .

CAB-04

S/F Cabinet

Sign, Type

93597

OPP - Project - Job No.

CO1

Design

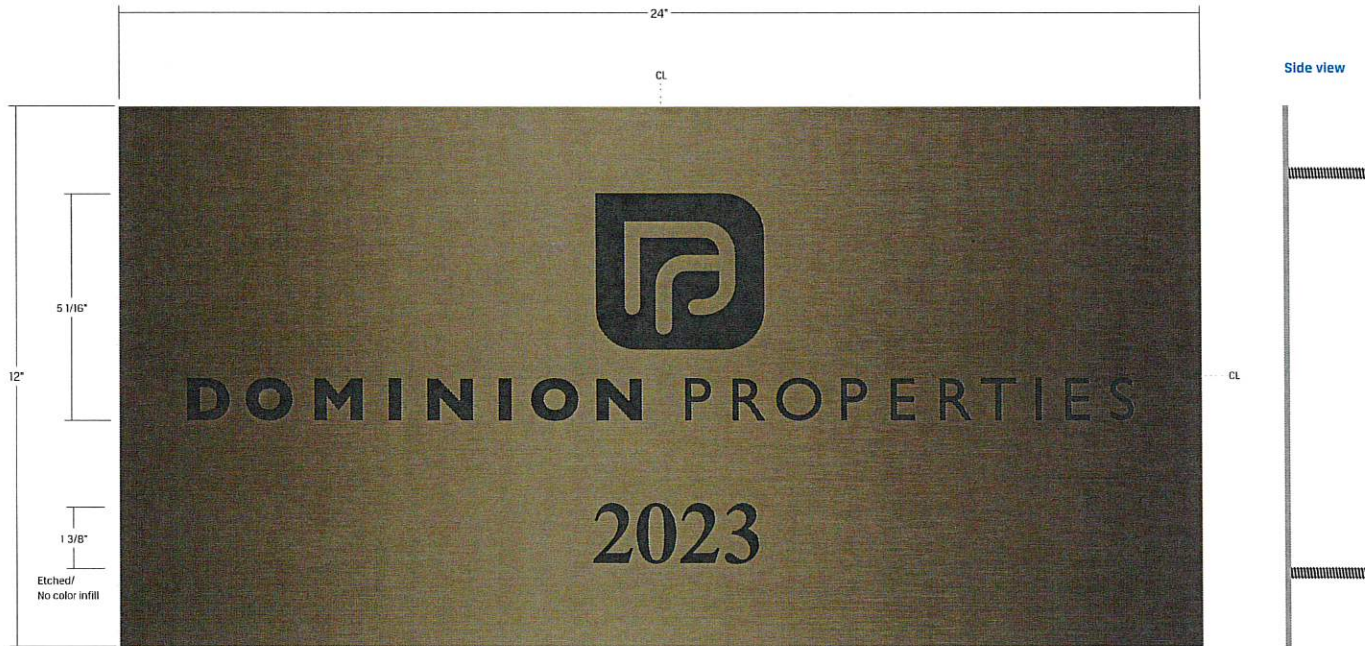
SIGN SPECIFICATIONS

ETCHED PLAQUE

Material: 1/8" Bronze, horizontal grain, matte edges, Etched and Infilled. (Exterior plaque)
Colors: Black, Etched & Infilled

MOUNTING

Stud / Silicone, Flush mount



922 S. 79th St., Milwaukee, WI 53244
414-453-4916 • www.poblocki.com

This document is owned by and the information contained in it is proprietary to Poblocki Sign Company, LLC. By receipt hereof, the holder agrees not to use the information, disclose it to any third party or reproduce this document without the prior written consent of Poblocki Sign Company, LLC. Holder also agrees to immediately return this document upon request by Poblocki Sign Company, LLC.

This document represents only an approximation of material colors specified. Actual product colors may vary from this print or digital image.

Project

HOTEL
Verdant
Racine, Wisconsin

Scale: 3/8" = 1"

Original Page Size: 11" x 17"

Notes

Revisions

REV	DESCRIPTION	BY	DATE
01	color	PK	6/8/22

Rep. **Katie Conroy**
Drawn By: **Paul Kossow** On-g. Date: 5/24/22

Sign Loc. No. .

EP-01
Etched Plaque
Sign Type

93597
QPP - Project - Job No.

J01
Design

SIGN SPECIFICATIONS

[A] - CABINET

Lighting: Non-Lit
Material: Aluminum
Face Color: Paint PMS 5763c Green, Masked and sprayed Light Cream [TBD] inset border
Cabinet Color: Paint PMS 5763c Green, Masked and sprayed Light Cream [TBD] pinstripe
Installation: Projecting

[B] - NON-ILLUMINATED LETTERS

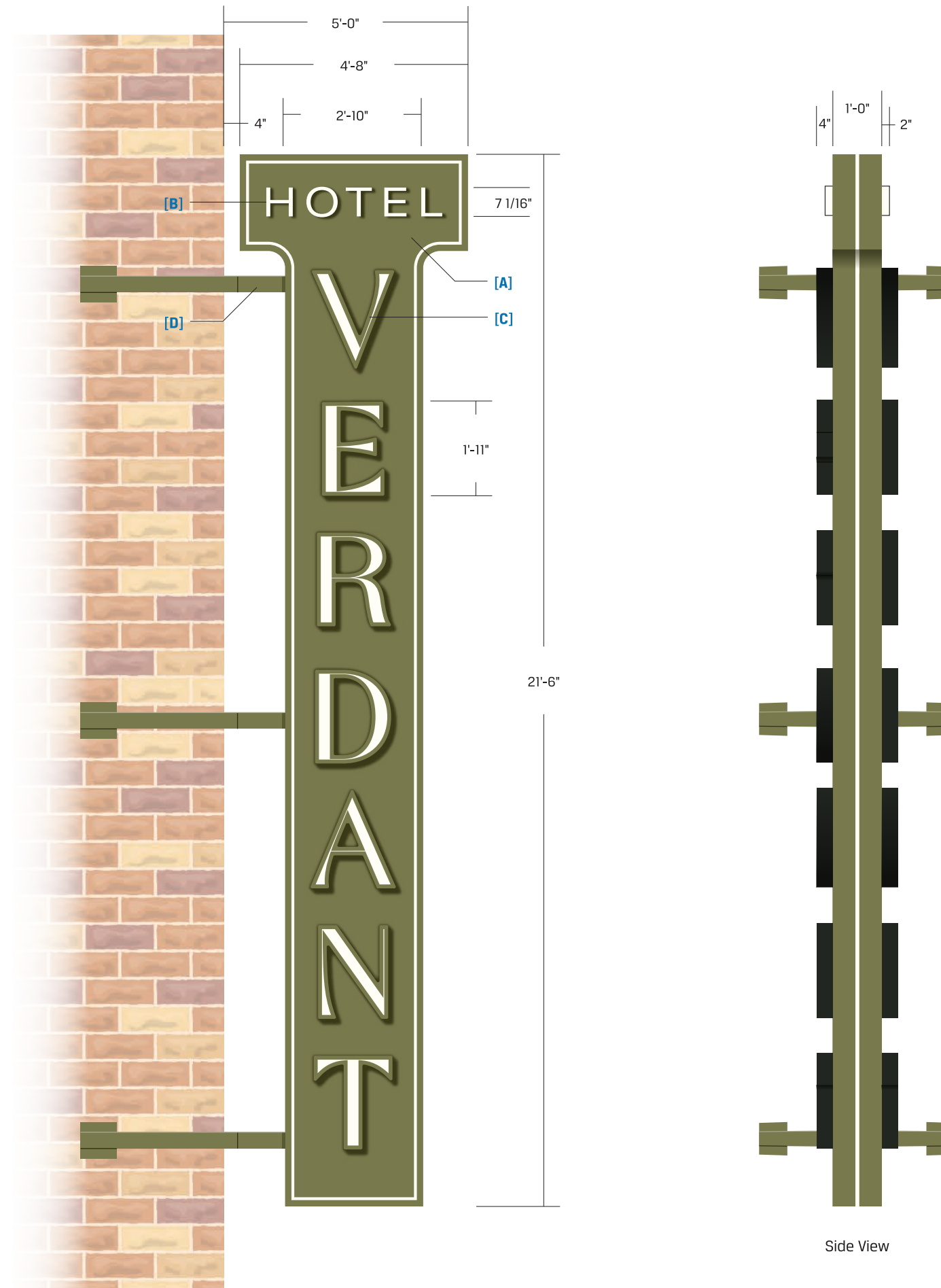
Description: Fabricated
Material: Aluminum
Depth: 2"
Face Color: Painted Light Cream [TBD]
Returns: Painted Light Cream [TBD]
Installation: Studs into cabinet

[C] - NON-ILLUMINATED LETTERS

Description: Fabricated
Material: Aluminum
Depth: 4"
Face Color: Paint PMS 5763c Green, Masked & Sprayed Light Cream [TBD]
Returns: Painted PMS Black 3c
Installation: Studs into cabinet

[D] - MOUNTING

Material: Aluminum
Size: 4" Sq.Tubing
Color: Painted PMS 5763c Green



Side View

This document is owned by and the information contained in it is proprietary to Poblocki Sign Company, LLC. By receipt hereof, the holder agrees not to use the information, disclose it to any third party or reproduce this document without the prior written consent of Poblocki Sign Company, LLC. Holder also agrees to immediately return this document upon request by Poblocki Sign Company, LLC.

This document represents only an approximation of material colors specified. Actual product colors may vary from this print or digital image.

Project

HOTEL
Verdant

Racine, Wisconsin

Scale: 3/8"=1'

Original Page Size: 11" x 17"

Notes

LIGHT CREAM COLOR [TBD]

Revisions

REV	DESCRIPTION	BY	DATE
01	Update to code	IH	11.18.22
02	Update size	IH	11.28.22

Rep.: Katie Conroy

Drawn By: Israel Hill

Orig. Date: 03/25/22

Sign Loc. No. .

CAB-01

D/F Cabinet

Sign. Type

93597

OPP - Project - Job No.

C01

Design