



DEPARTMENT OF  
CITY DEVELOPMENT



### Application for Design Review for Signage

Applicant Name: State Farm- Shelly Hickman

Address: 216 6th Street City: Racine

State: WI Zip: 53403

Telephone: 262-639-7678 Cell Phone: \_\_\_\_\_

Email: shelley.hickman.ecip@statefarm.com

Agent Name: Michaels Signs Inc.

Address: 3914 S. Memorial Dr City: Racine

State: WI Zip: 53403

Telephone: 262-554-6066 Cell Phone: \_\_\_\_\_

Email: rosie@michaelsigns.com

Property Address (Es): 216 6th Street

Current Zoning: B-4

Current/Most Recent Property Use: vacant

Proposed Use: office space- insurance agent

Signage. Signs should be minimal in number and size. Placement of signs shall not unduly obscure or interfere with sight lines to other properties. Signs should be architecturally compatible and contribute to the historic character of the area through the incorporation of tasteful presentations utilizing appropriate logos, symbols, graphics and/or text. Free-standing signs should incorporate architectural features or materials of the buildings or facilities they are intended to promote. Signs shall comply with all zoning requirements.





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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   |                                     |               |
| 2. Written description of project, 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>  | <input checked="" type="checkbox"/> |               |
| 3. Site Plan (drawn to scale) if installing freestanding sign, including: <ol style="list-style-type: none"> <li>a. Fully dimensioned property boundary</li> <li>b. All buildings (existing and proposed)</li> <li>c. Setbacks from property lines</li> <li>d. Identification as to whether all elements are "Existing" or "Proposed"</li> <li>e. Location of signage, with setbacks</li> </ol> | <input type="checkbox"/>            |               |
| 4. Lighting Plan <ol style="list-style-type: none"> <li>a. Location of light fixtures</li> <li>b. A cut sheet of light fixtures with indication of cut-offs or shielding</li> <li>c. Illumination diagram indicating intensity of lighting on the property.</li> </ol>  | <input checked="" type="checkbox"/> |               |
| 5. Signage Plan <ol style="list-style-type: none"> <li>a. dimensioned color elevations of signage</li> <li>b. A diagram showing the location of the proposed signage on building</li> </ol>   | <input checked="" type="checkbox"/> |               |
| 6. 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): *[Signature]* Mt. Royal Property Mgmt. Date: 9/10/20

Applicant Signature (acknowledgement): *[Signature]* Date: 9/10/20

P.O. Box 085179  
Racine, WI 53408-5179



Phone 262•554•6066  
Fax 262•554•0574

Downtown Area Design Review Committee  
Department of City Development  
730 Washington Ave. Room 306  
Racine, WI 53403

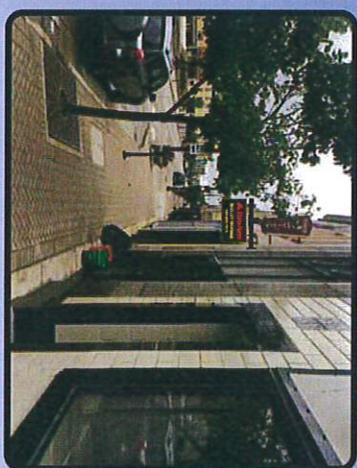
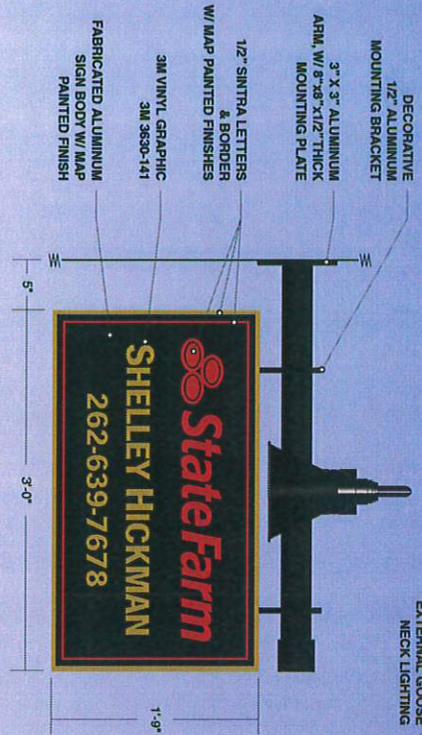
#### Description

Michael's Signs, Inc. is proposing to install a flag mounted building ID sign with exterior gooseneck lights for State Farm located at 216 6<sup>th</sup> Street. The ID sign will be a double sided, flag mounted aluminum pan sign with a painted finish and routed ½" sintra letters stud mounted flush to the pan.

Thanks  
Rosie Olle



**BUILDING SIGNAGE**



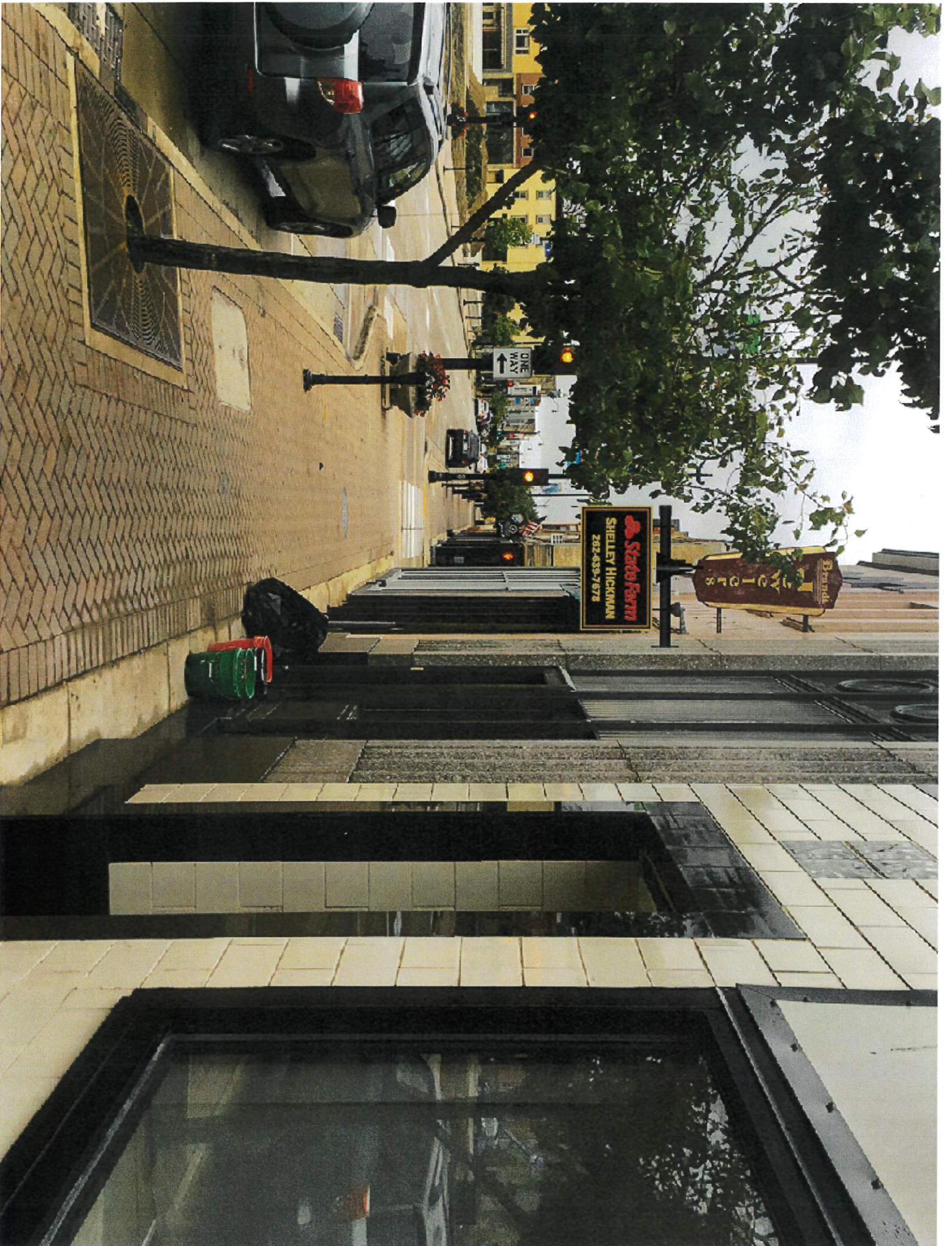
**STATE FARM - SHELLEY HICKMAN / BUILDING SIGN**  
 ONE (1) DOUBLE SIDED, EXTERNALLY ILLUMINATED FLAG MOUNTED SIGN  
 1 3/4" DEEP ALUMINUM BODY W/ MAP PAINTED FINISH  
 ROUTED 1/2" SINTRA LETTERING W/ MAP PAINTED FINISH  
 SIGN MOUNTED TO FASCIA W/ 1/2" ALUM. MOUNTING PLATE



|   |   |
|---|---|
|   |   |
| <b>Client:</b> STATE FARM - SHELLEY HICKMAN<br><b>Address:</b> 216 6TH ST<br><b>City, State:</b> RACINE, WI 53403<br><b>Sales Rep:</b> TONY MATALONIS | <b>Date:</b> 8-6-20<br><b>Drawing #:</b> 1(6)<br><b>Sheet:</b> 1 of 1<br><b>Scale:</b> 1"=1'<br><b>Designer:</b> KD   |
| <b>REVISION</b>   | <b>ILLUMINATION:</b><br>ON <input type="checkbox"/> OFF <input checked="" type="checkbox"/><br>DAY <input type="checkbox"/> NIGHT <input checked="" type="checkbox"/><br>SIGN SPECIFICATIONS:<br>NOTED ABOVE  |
| <b>Paint Colors (Aspects):</b><br>MAP BLACK<br>MATCH 3630-141 GOLD<br>SW 6889 STP   | <b>Vinyl Film Colors and Finishes:</b><br>9630-141 GOLD   |
| <b>Client Signature:</b><br>_____<br>Date: _____  | <b>NOTES:</b> Michael's Sign, Inc. does NOT provide primary electrical to sign location. <b>RESPONSIBILITY OF OTHERS</b><br>The ideas and designs contained in this original and unpublished drawing are the sole property of Michael's Sign, Inc. and <b>MAY NOT BE USED OR REPRODUCED</b> in whole or in part without written permission. |

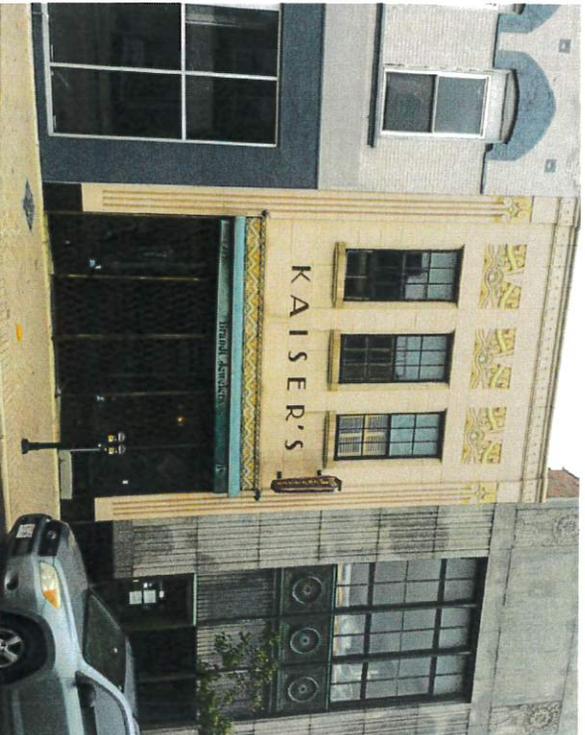
NOTE: DUE TO THE PHYSICAL LIMITATIONS OF THE PAPER AND INK INVOLVED IN THIS PRINTING PROCESS, THIS CUSTOM ARTWORK IS NOT INTENDED TO PROVIDE AN EXACT MATCH TO THE ACTUAL, FINISHED PAINTED PRODUCT.

PH: (262) 554-0068  
 TOLL FREE: (800) 554-9110





216 6th St Front Elevation



West Building of 216 6th St.



East building of 216th 6th St



Building across the street south of 216 6th street