



Department of City Development
730 Washington Ave., Room 306
Racine, WI 53403

RE: Divine Melanin Beauty Supply LLC
422 Main St.

FASTSIGNS of Racine is proposing adding a set of dimensional letters at Divine Melanin Beauty Supply LLC on Main, located at 422 Main St., in downtown Racine.

The store currently only has window decals signage. They would like their name, "Divine Melanin Beauty Supply" in dimensional letters mounted to the front of the building. See attached drawings.

The "Divine Melanin Beauty Supply" dimensional letters are 24 inches in height. The letters will be stud mounted with 1/2 inch stand off from the facade. The square footage of the dimensional letters is 15 square feet.

Thank You,

Ben Counterman

Outside Sales, FASTSIGNS of Racine



Application for Design Review for Signage

Applicant Name: _____

Address: _____ City: _____

State: ____ Zip: _____

Telephone: _____ Cell Phone: _____

Email: _____

Agent Name: _____

Address: _____ City: _____

State: ____ Zip: _____

Telephone: _____ Cell Phone: _____

Email: _____

Property Address (Es): _____

Current Zoning: _____

Current/Most Recent Property Use: _____

Proposed Use: _____

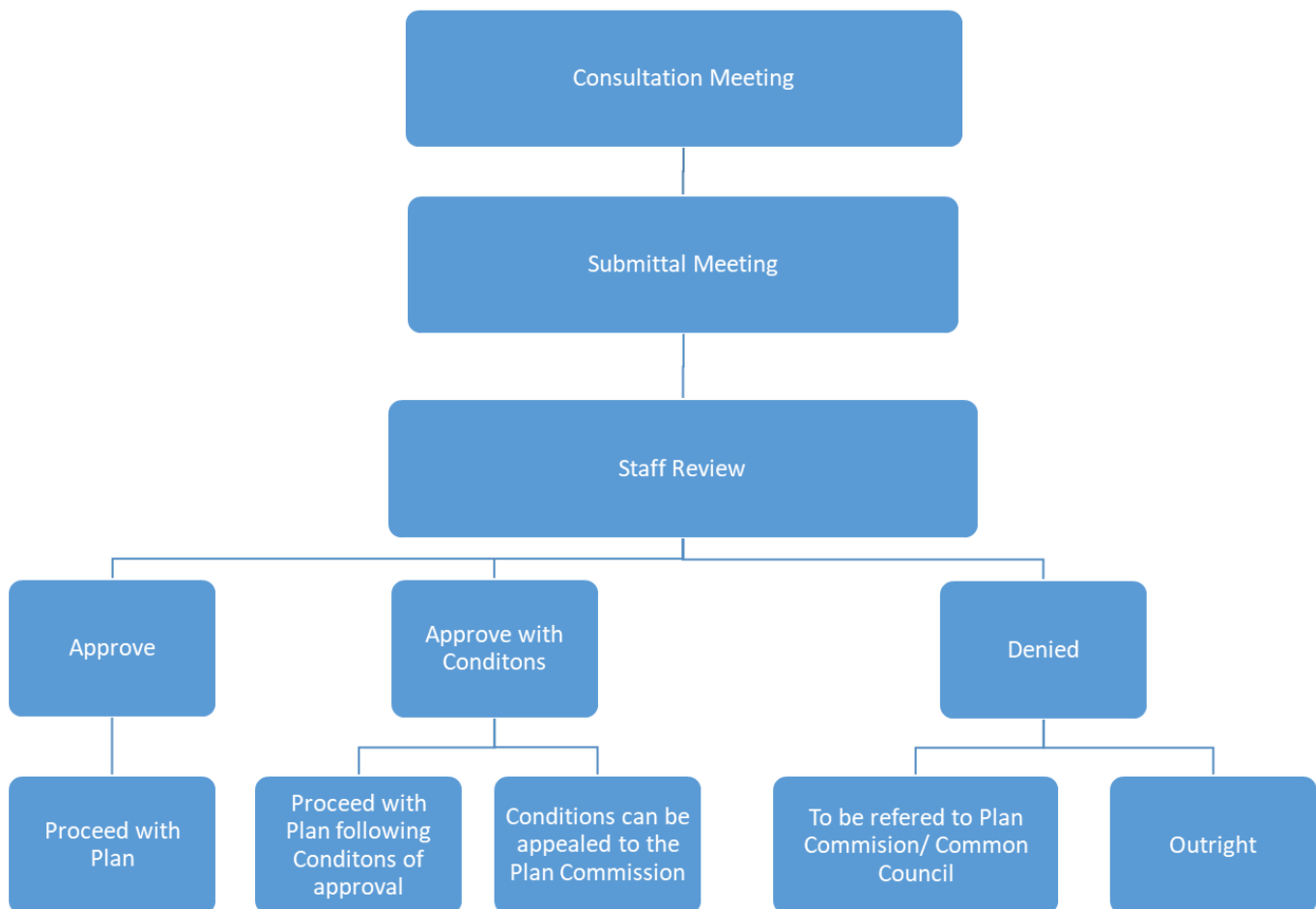
Signage. Signs should be minimal in number and size. Placement of signs shall not unduly obscure or interfere with sight lines to other properties. Signs should be architecturally compatible and contribute to the historic character of the area through the incorporation of tasteful presentations utilizing 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.



The downtown area has design guidelines which are specific to projects. The design guidelines can be found at the following link:

https://www.cityofracine.org/Departments/City-Development/_Documents/Adopted-Plans/Downtown-Design-Guidelines-5_10_05/

Application Review Process





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"> a. Hours of operation b. Anticipated delivery schedule c. Maintenance plan d. General use of the building and lot 		
3. 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 		
4. 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. 		
5. 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 		
6. 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): Ebony Cunniff Date: 7/17/2023

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



2108-9812

REPRESENTATIVE

B. Counterman

ADDRESS

**FASTSIGNS of Racine
1122 South Airline Rd. #103
Racine, WI 53406**

DATE

07/10/2023

SCALE

NOT TO SCALE

DRAWN BY

M. Sorrell

CUSTOMER

Divine Melanin Beauty

REVISION

NOTES

THIS DRAWING IS THE PROPERTY OF FASTSIGNS OF RACINE. THE BORROWER AGREES THAT IT SHALL NOT BE REPRODUCED, COPIED OR DUPLICATED IN ANY WAY WITHOUT EXPRESS WRITTEN PERMISSION.

153.72 in

Divine Melanin BEAUTY SUPPLY

24.00 in

15SqFt.

Overall Size: 153.7"x24" overall
Material: Acrylic, 1/4" Thick
Face Color: Painted gold & black
Mounting: Studs with 1/2" Offsets



422 Main Street

APPROVAL
SIGNATURE
HERE

Please sign & return drawing(s) to FASTSIGNS of Racine
Signature below indicates approval of BOTH design and placement of sign(s)

X _____ **Date:** _____

**DRAWING IS NOT TO SCALE BUT IS PROPORTIONATE*
PRINTED ARTWORK COLORS ARE NOT ALWAYS
REPRESENTATIVE OF FINAL PRODUCT COLORS. PLEASE
REFER TO SPECIFICATIONS OR CONTACT FASTSIGNS FOR
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422 Main Street - Current View



422 Main Street - South



422 Main Street - North



422 Main Street - Northeast



422 Main Street - East



422 Main Street - Southeast

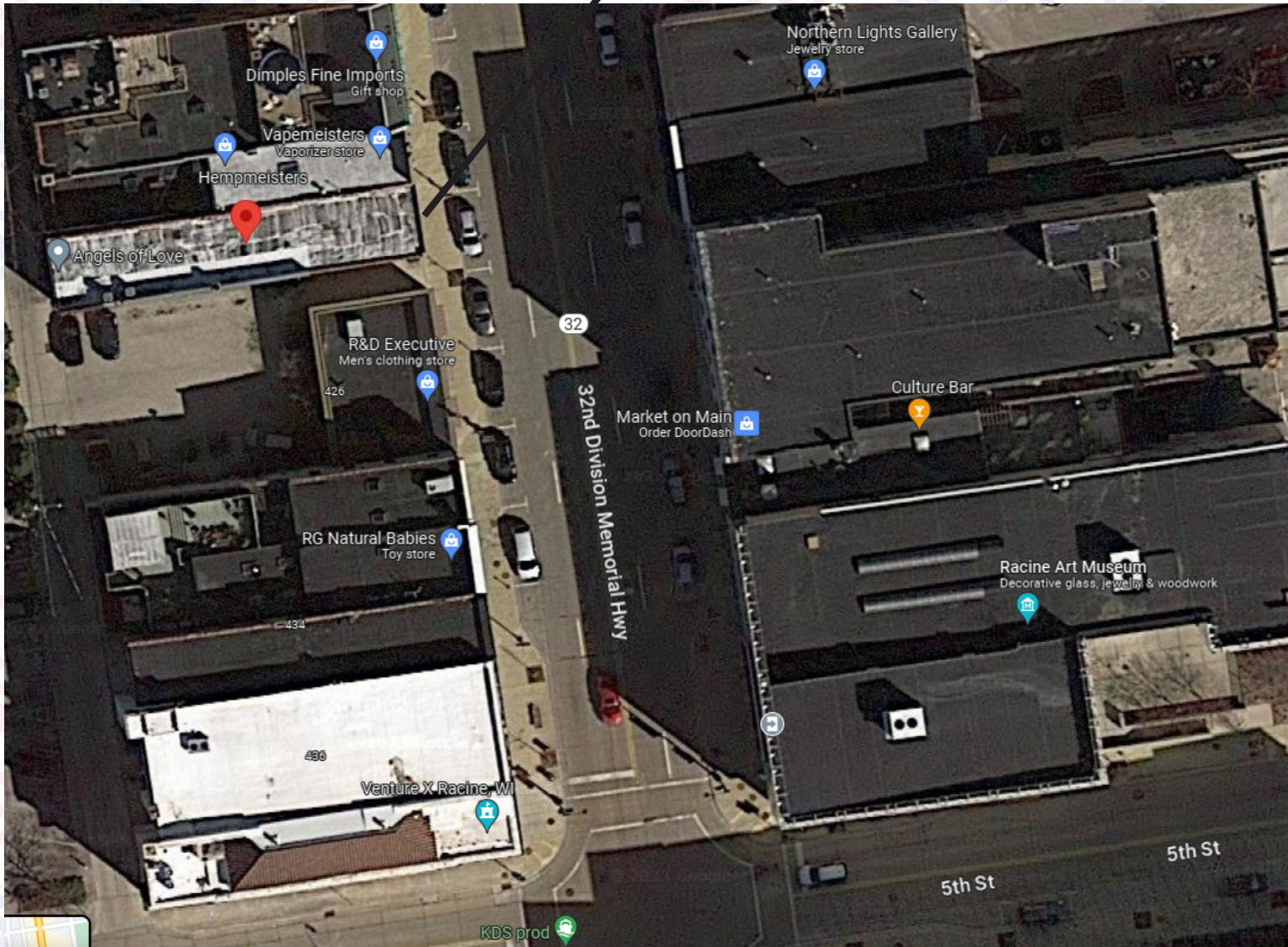
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Location of Sign



422 Main Street - Overview

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