

Racine Downtown Design Guidelines DESIGN GUIDELINES CHECKLIST

Project and Applicant Name: Wall sign at Racine Brewing Co., 303 Main Street
 Zoning: B-4 Central Business District
 Building Use: Micro Brewery
 Other: Dry cleaner
 Submission Date: December 14, 2017

DESIGN GUIDELINES

	Applies		Complies		
	Yes	No	Yes	No	
1). Racine Character					
• Reinforce Racine's Sense of Place	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
• Integrate the Environment	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• Promote Linkages to Racine's Heritage	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• Establish and Strengthen Gateways	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• Promote Architectural Compatibility	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	? See Comment
• Preserve Historic Buildings	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• Use Architectural Contrast Wisely	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	? See Comment
• Integrate Art	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
2). Pedestrian Emphasis					
• Reinforce and Enhance the Pedestrian System	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
• Respect Racine's Historic Block Structure	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• Define the Pedestrian Environment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
• Protect the Pedestrian from the Elements	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• Provide Places for Stopping and Viewing	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• Create Successful Outdoor Spaces	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
• Integrate Barrier-free Design	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3). Sustainability					
• Green Architecture	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4). Architecture					
• Residential Doors	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• Residential Windows	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• Residential Bay Windows	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• Balconies	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• Retail and Commercial Doors	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• Retail Corner Doors	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• Retail Windows	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• Building Massing	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• Security/Privacy	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• Roofs	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• Wall Materials	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• Wall Structure	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5). Lighting					
• Building Lighting	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• Landscape Lighting	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• Parking Lot Lighting	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6). Signs					
• Wall Signs	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	See comment
• Hanging Signs	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

COMMENT: Ideally, being a multi-tenant building, there should be a uniform design theme for all tenant signage. The Brewery sign is very attractive by itself. The combined aesthetic of the Brewery sign and dry cleaner sign presents an un-unified appearance. Certainly, the Brewery sign sets a proper and guideline compliant standard. The requirement of a unified signage plan for the property should be considered.

DOWNTOWN AREA DESIGN REVIEW COMMISSION

Business Name: Racine Brewery Co.

Address: 303 Main Street

APPROVING MOTION (FINAL/APPROVED)

THAT THE PLANS FOR A WALL SIGN AT 303 MAIN STREET BE APPROVED, SUBJECT TO THE FOLLOWING CONDITIONS:

- A. THAT THE PLANS PRESENTED TO THE DOWNTOWN AREA DESIGN REVIEW COMMISSION (DADRC) ON JANUARY 4, 2018 BE APPROVED SUBJECT TO THE CONDITIONS CONTAINED HEREIN.
- B. THAT ALL APPLICABLE CODES AND ORDINANCES BE COMPIED WITH AND PERMITS BE OBTAINED.
- C. THAT NO MINOR CHANGES BE MADE TO THE CONDITIONS OF THIS APPROVAL WITHOUT THE REVIEW AND APPROVAL OF THE DIRECTOR OF CITY DEVELOPMENT, AND NO MAJOR CHANGES BE MADE WITHOUT THE APPROVAL OF THE DADRC.

D. _____

E. _____

