

Racine Downtown Design Guidelines

DESIGN GUIDELINES CHECKLIST

Project and Applicant Name: Racine Literacy Council 734 Lake Ave
 Zoning: O-I Office Institutional
 Building Use: Literacy education and counseling.
 Other: N/A
 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 checked="" type="checkbox"/>	<input type="checkbox"/>
• Preserve Historic Buildings	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Use Architectural Contrast Wisely	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• 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 checked="" type="checkbox"/>	<input type="checkbox"/>
• Hanging Signs	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

NOTE: While this sign replaces an existing sign, this sign is being brought before the Commission as the sign is proposed to be internally illuminated and, being 24.5 sq. ft., it is larger than the existing sign. The method of internal illumination is acceptable as only the text and art work will be illuminated in the evening. The message field will be blacked out.

O-I zoning permits up to 60 sq. ft. of signage, up to 15 feet in height. The proposed sign fits within these requirements.

DOWNTOWN AREA DESIGN REVIEW COMMISSION

Business Name: Racine Literacy Council

Address: 734 Lake Avenue

APPROVING MOTION (FINAL/APPROVED)

THAT THE PLANS FOR A WALL SIGN AT 734 LAKE AVENUE 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. _____

